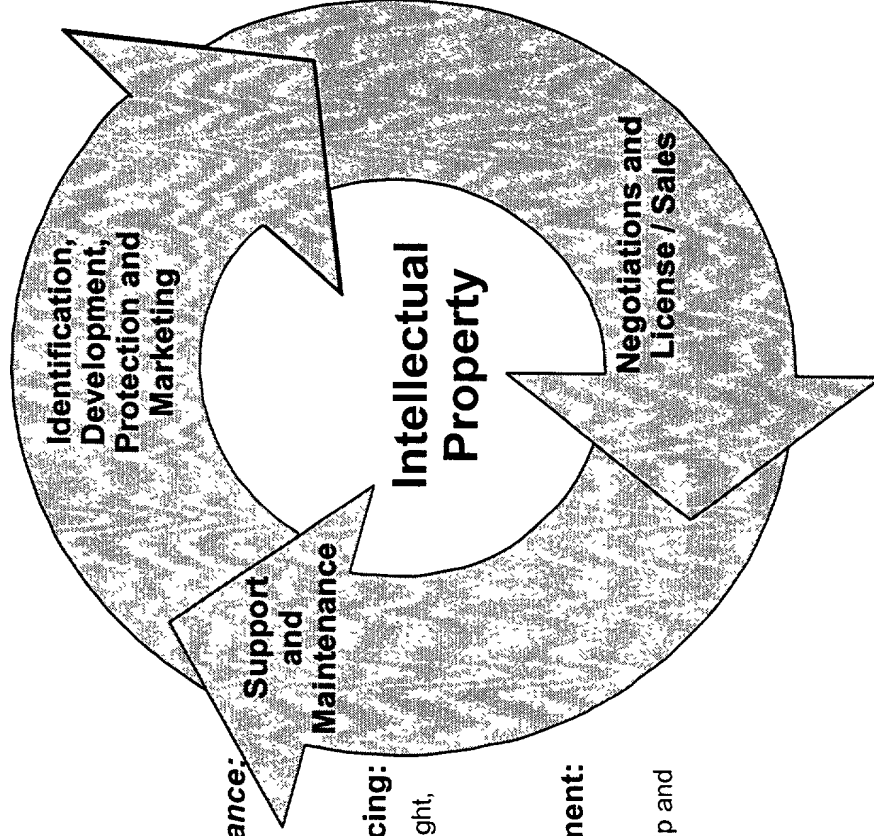


Continuous Intellectual Property Process



I. Identification, Development, Protection and Marketing:

- **Identification:**
 - Identify new intellectual property (inventions, technology, ideas, brands)
 - Identify potential marketing opportunities
- **Development:**
 - Develop inventions, technology, ideas for IP protection
 - Develop marketing sales channels
- **Protection:**
 - Protect IP with patents, copyrights, trade secrets, trademarks
 - Protect with Non-Disclosure Agreements
- **Marketing:**
 - Market & competitive analysis
 - Financial analysis

II. Negotiations and License/Sales:

- **IP Negotiations (e.g., with customers, government agencies)**
- **License / Sales Initiation**
 - Contact vendors
 - Contact end users
- **Contract development, negotiation and completion**

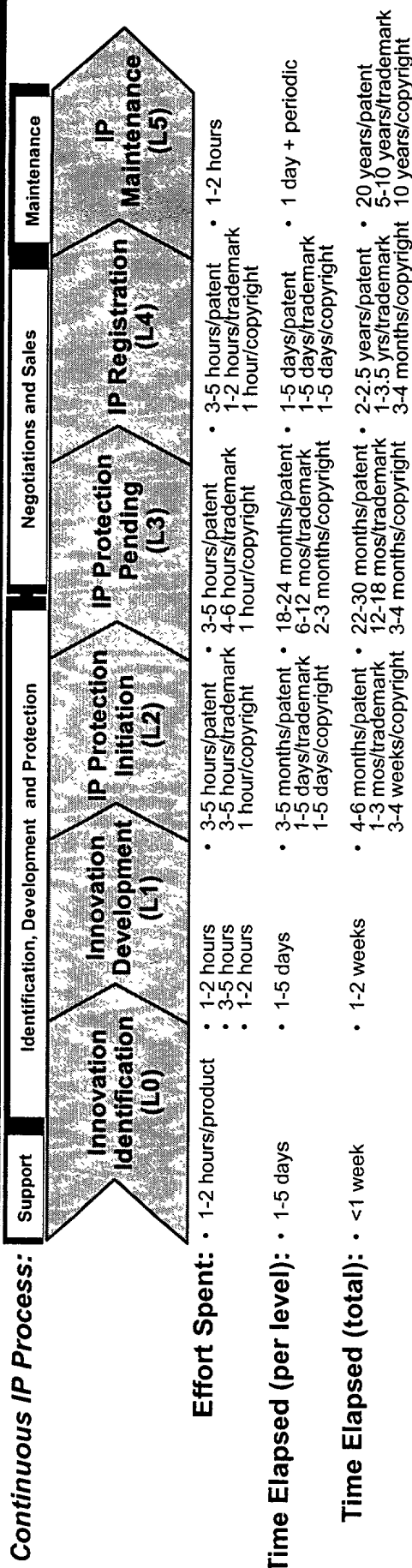
III. Support and Maintenance:

- **Internal reward and recognition programs**
- **IP protection and policing:**
 - Patent, trademark, copyright, trade secret, portfolio management
 - Policing IP
- **Relationship Management:**
 - Internal Entities
 - External Sales Partnership and End Users
- **Royalty Management**
- **Quality Standards Management**

FIG. 1

IP Protection Life Cycle

Continuous IP Process:



Note: Trade secrets need not be registered, but reasonable steps must be taken to keep secret, including proper markings and use of Non-Disclosure Agreements.

IP Protection Activities:

<ul style="list-style-type: none"> • Internal awareness and education • Internal relationship building • Identify protection opportunities • Identify type of protection(s) needed • Catalog and qualify opportunities • Notification to IP Marketing for marketing • IP Protection team member assigned 	<ul style="list-style-type: none"> • Further educate innovation generator on information needed for IP protection • Assist innovation generator in getting innovation to point for protection with IP • Assist IP Marketing with technical understanding • Disclosure form received • Clearance Searches 	<ul style="list-style-type: none"> • Assess disclosure form • Notification to IP Protection legal • Verify disclosure award received (if any) • Follow up with innovation generator and legal • Application filed 	<ul style="list-style-type: none"> • Verify filing award received (if any) • Assist innovation generator with issues relating to using innovation while IP protection pending • Follow up with legal regarding status • Review written documents from government agency where application filed & assist in response 	<ul style="list-style-type: none"> • Assist in notification to innovation generator • Assist innovation generator in marking • Assist innovation registration information • Assist innovation generator in understanding extent of IP protection • Verify registration 	<ul style="list-style-type: none"> • Verify issuance award received (if any) • Record all relevant IP information • Internal follow up • IP policing
---	---	--	--	---	--

Measures:

<ul style="list-style-type: none"> • Innovations identified (#/types) • Quality of innovations 	<ul style="list-style-type: none"> • # Disclosures • Innovation attributes known and cataloged 	<ul style="list-style-type: none"> • # Applications filed* • Quality of applications 	<ul style="list-style-type: none"> • Proper innovation usage during IP • Pending 	<ul style="list-style-type: none"> • # Registration • Proper markings 	<ul style="list-style-type: none"> • IP attributes cataloged
--	--	--	--	---	---

FIG. 2

IP Marketing Life Cycle

Continuous IP Process:

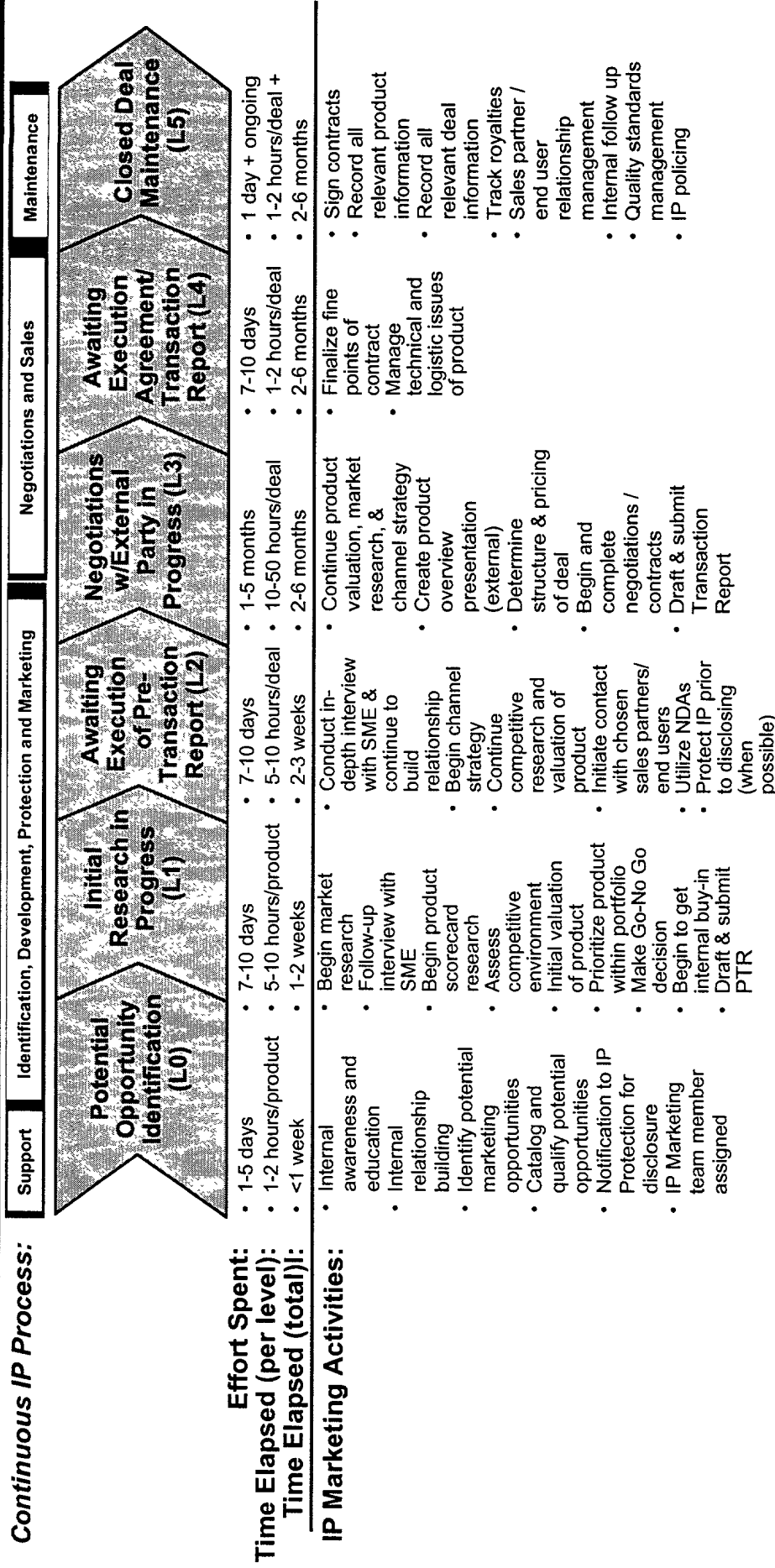


FIG. 3

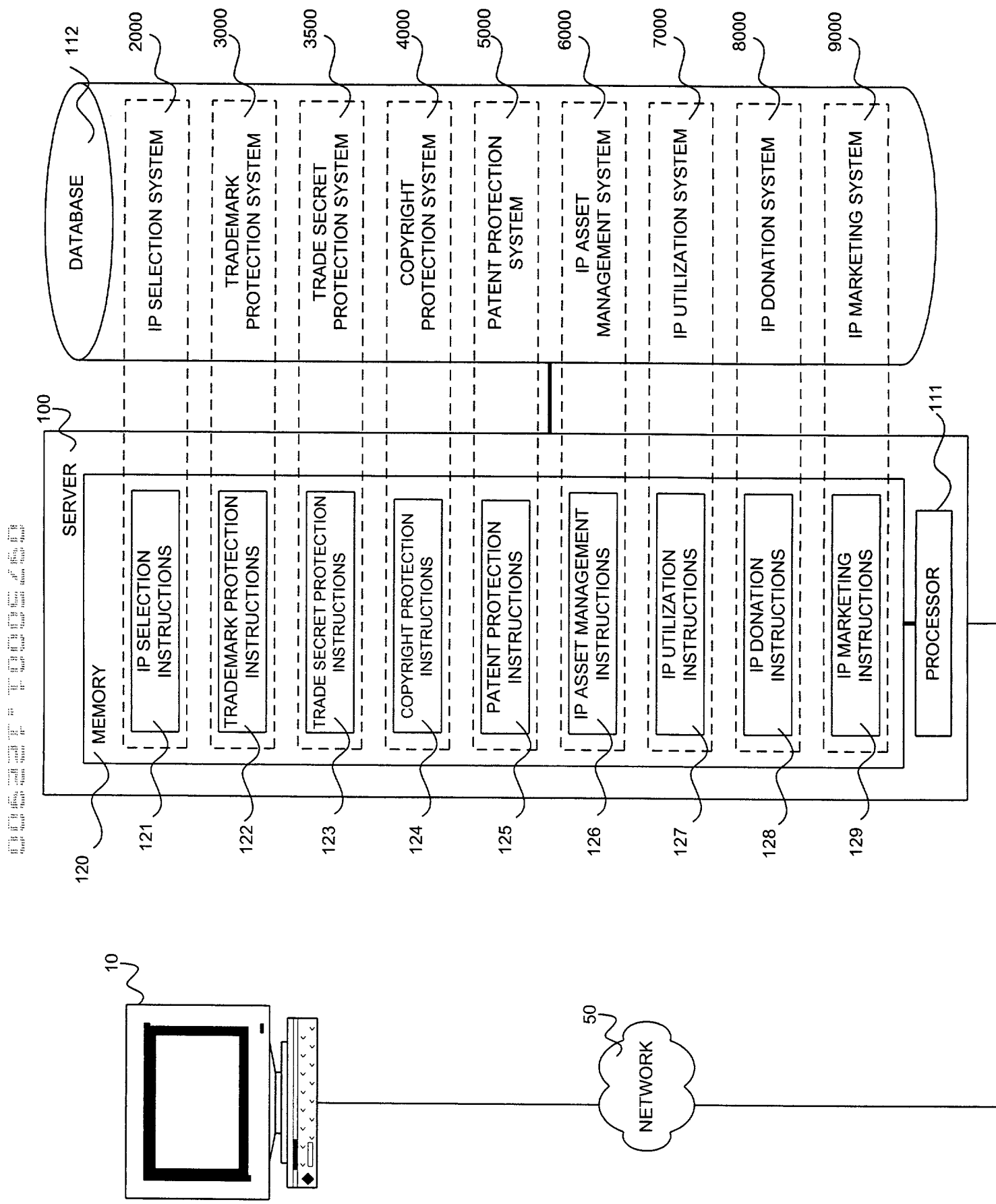


FIG. 4

FIG. 5 is a block diagram of an IP management system 100. The system 100 includes an innovator 2001, an IP selection system 2000, a trademark protection system 3000, a trade secret protection system 3500, a copyright protection system 4000, a patent protection system 5000, an IP asset management system 6000, an IP utilization system 7000, an IP marketing system 9000, and an IP donation system 8000. The innovator 2001 provides input to the IP selection system 2000. The IP selection system 2000 receives input from IP law 2002 and IP business 2003. The IP selection system 2000 outputs to the trademark protection system 3000, the trade secret protection system 3500, the copyright protection system 4000, and the patent protection system 5000. The patent protection system 5000 receives input from patent law 5002 and patent business 5003. The trademark protection system 3000, the trade secret protection system 3500, and the copyright protection system 4000 output to the IP asset management system 6000. The patent protection system 5000 outputs to the IP asset management system 6000 via a path labeled "PATENTABLE BUT PREFER TRADE SECRET". The IP asset management system 6000 outputs to the IP utilization system 7000. The IP utilization system 7000 outputs to the IP marketing system 9000 via a path labeled "MARKET". The IP utilization system 7000 also has a feedback loop labeled "DEFER DECISION" back to the IP asset management system 6000. The IP asset management system 6000 also has a feedback loop back to the innovator 2001. The IP utilization system 7000 outputs to the IP donation system 8000 via a path labeled "DONATE". The IP asset management system 6000 also has a feedback loop labeled "ABANDON" back to the IP selection system 2000.

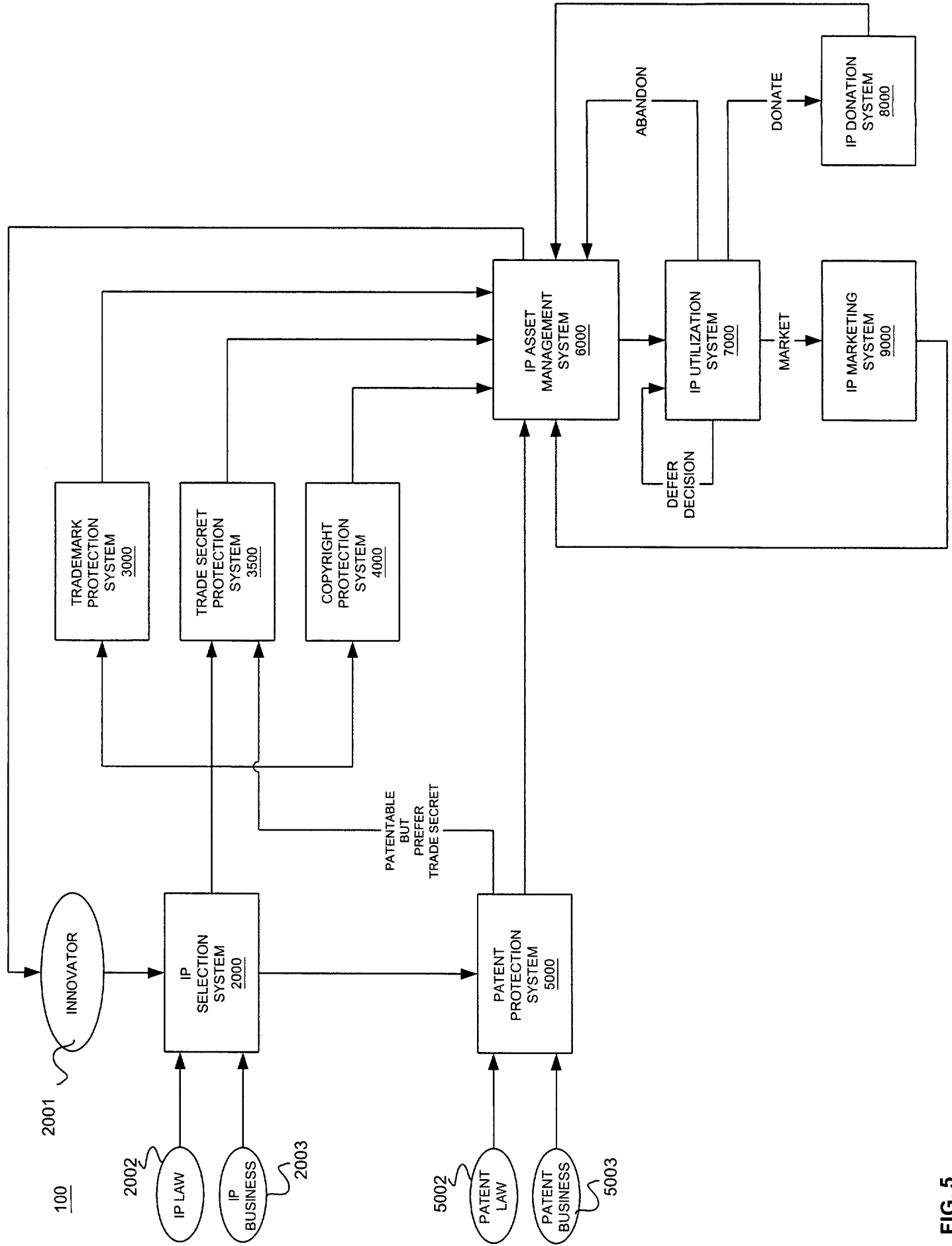


FIG. 5

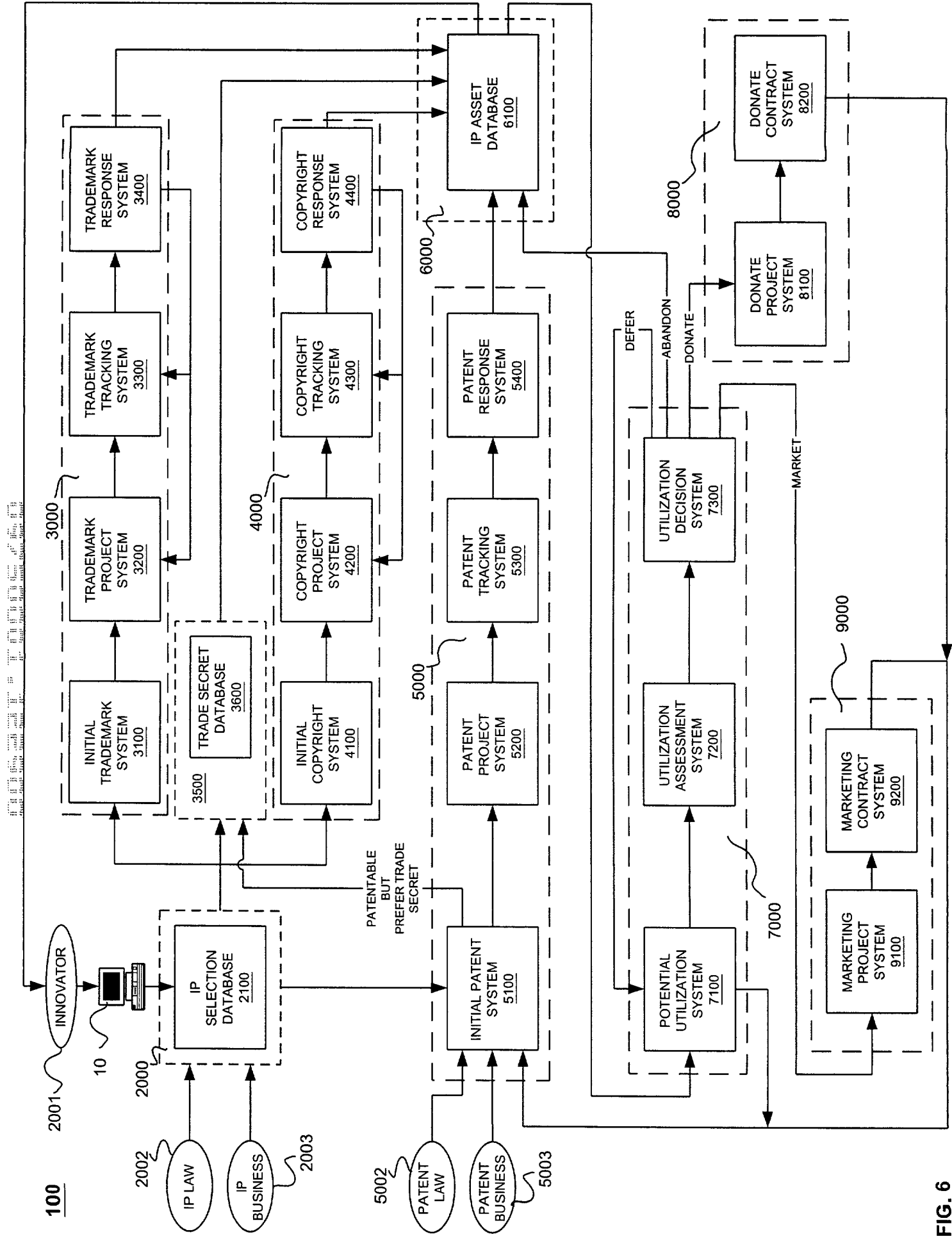


FIG. 6

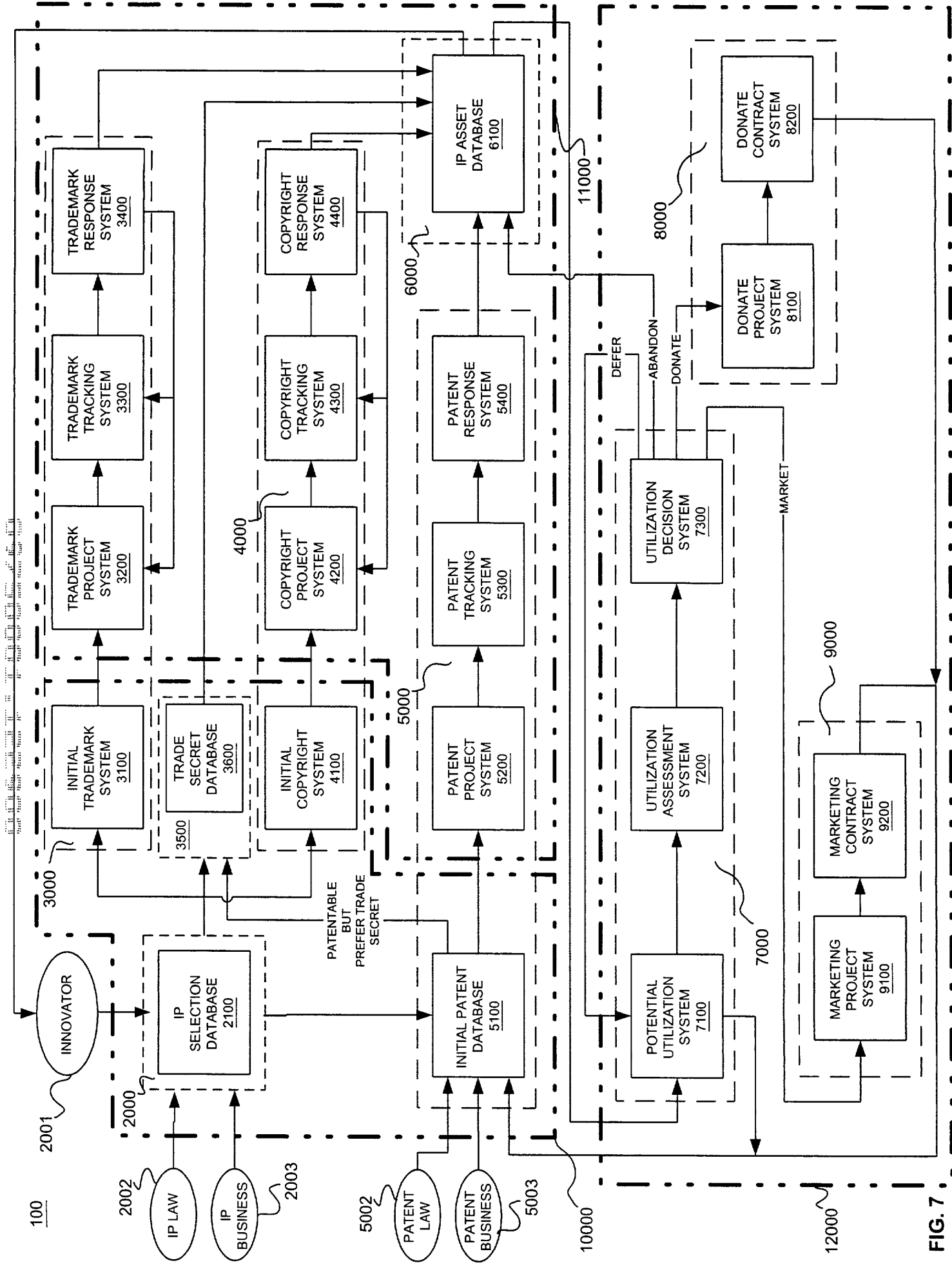
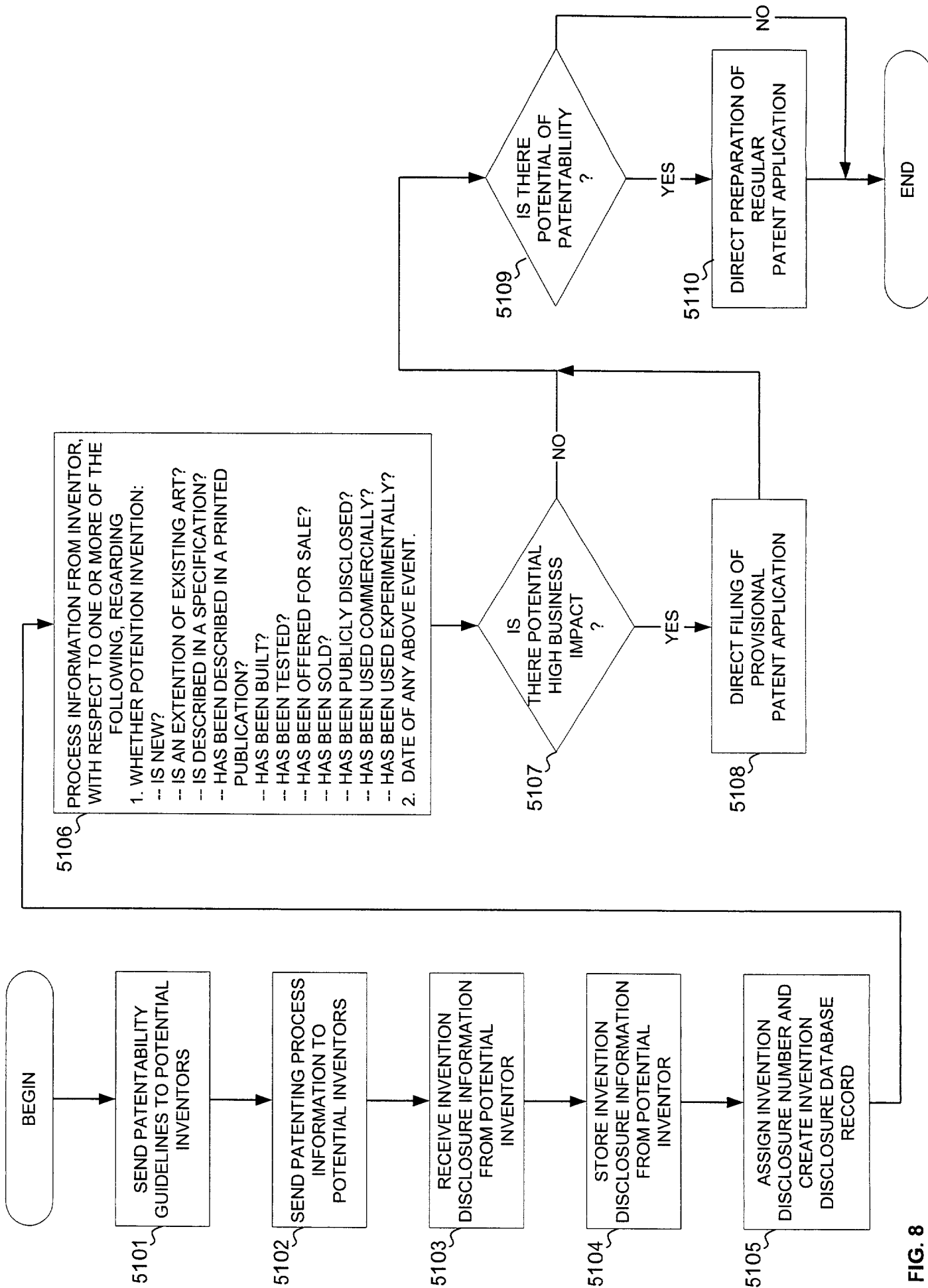


FIG. 7



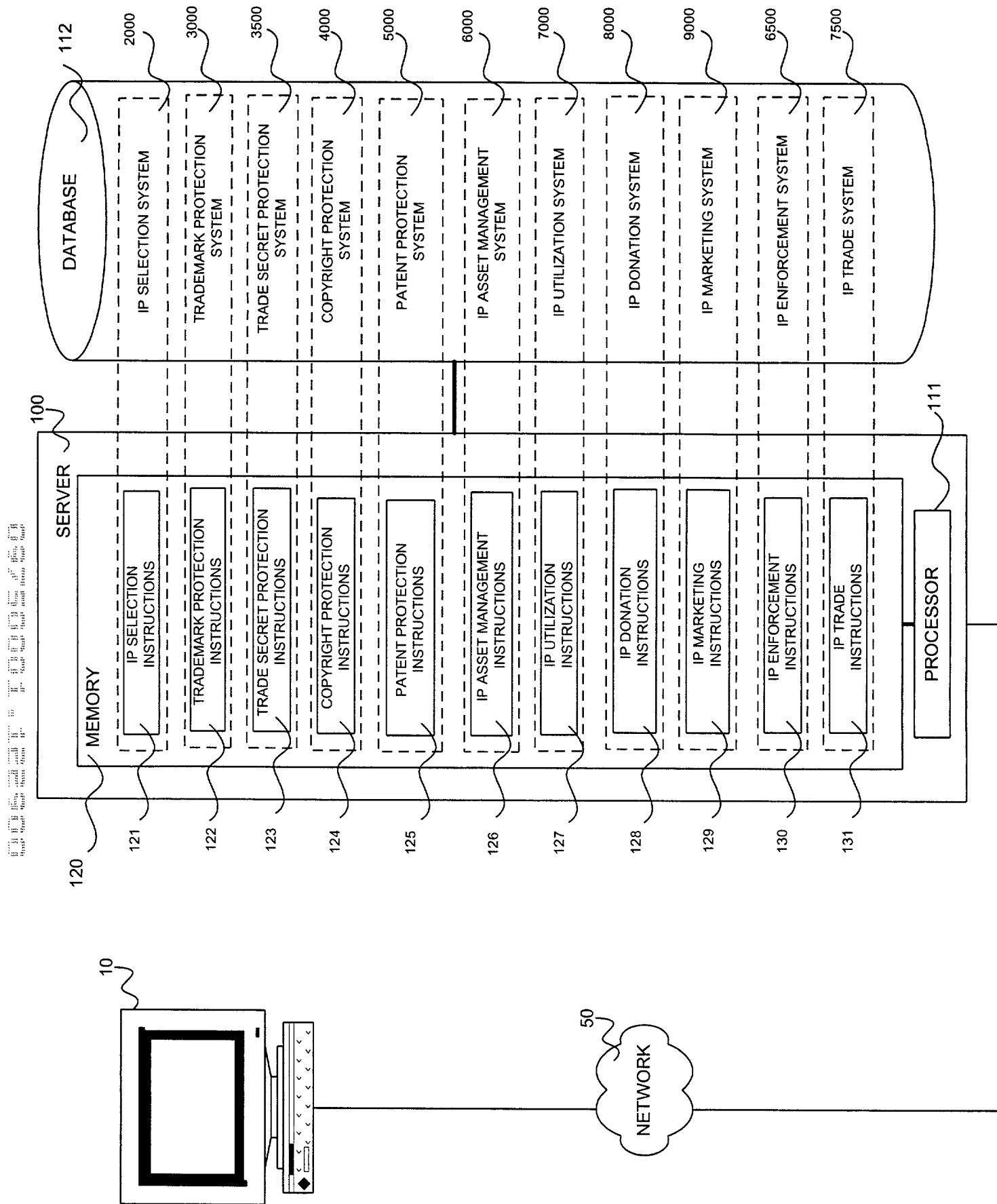


FIG. 9

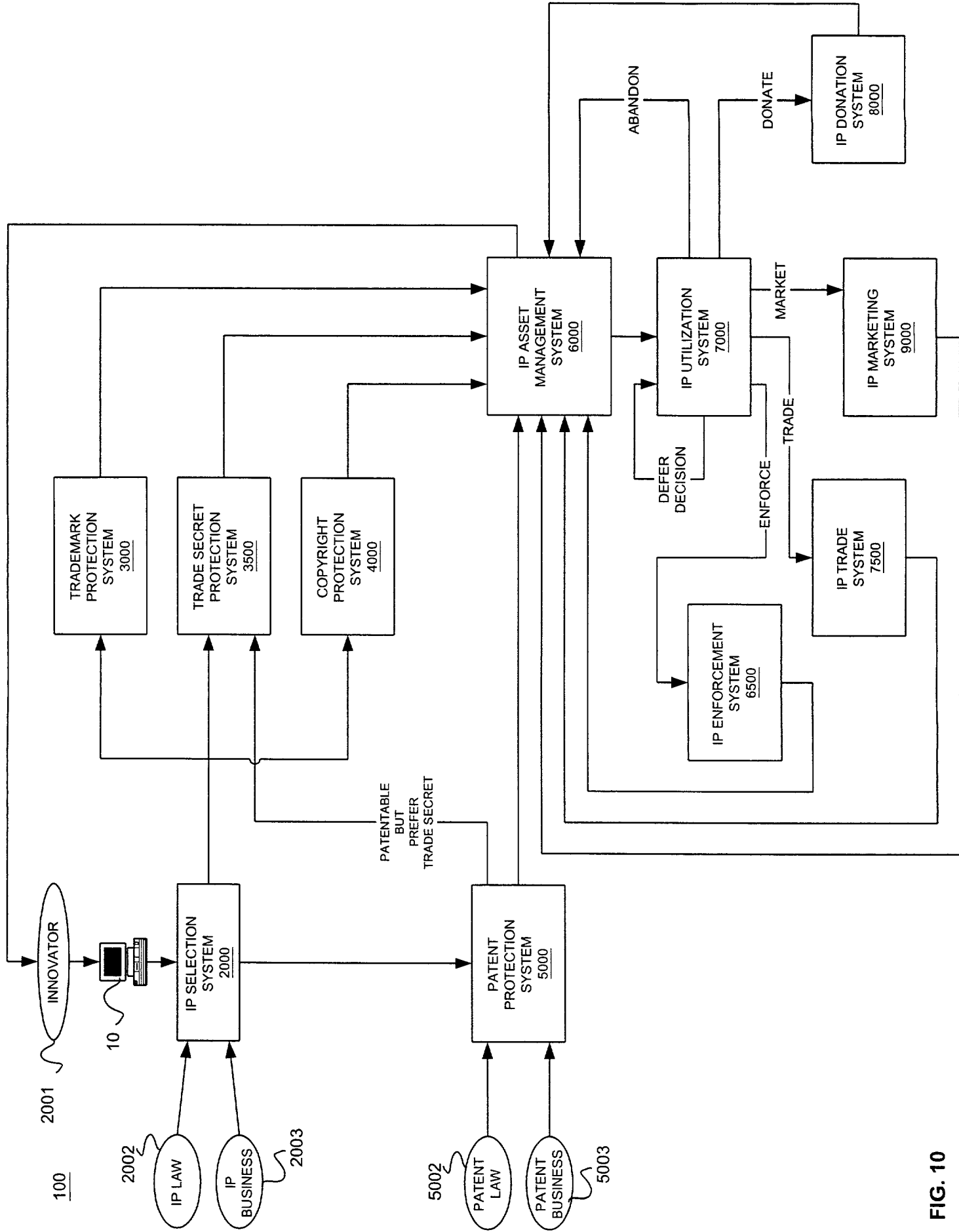


FIG. 10

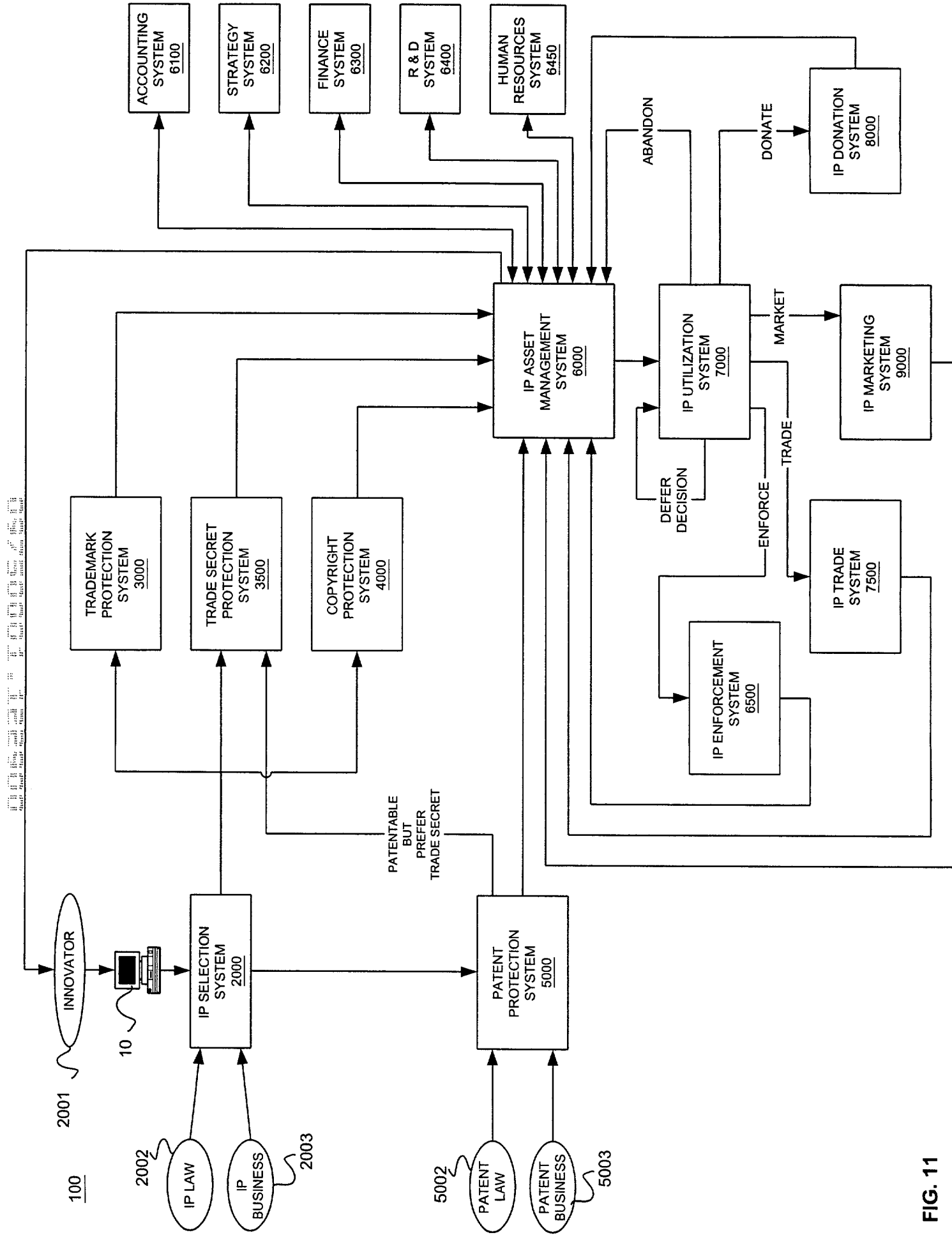


FIG. 11

FIG. 12 is a block diagram of a system for managing intellectual property assets. The system includes a database (6100) and several processing modules (7000, 7500, 8000, 9000) that interact with the database and each other to manage IP assets.

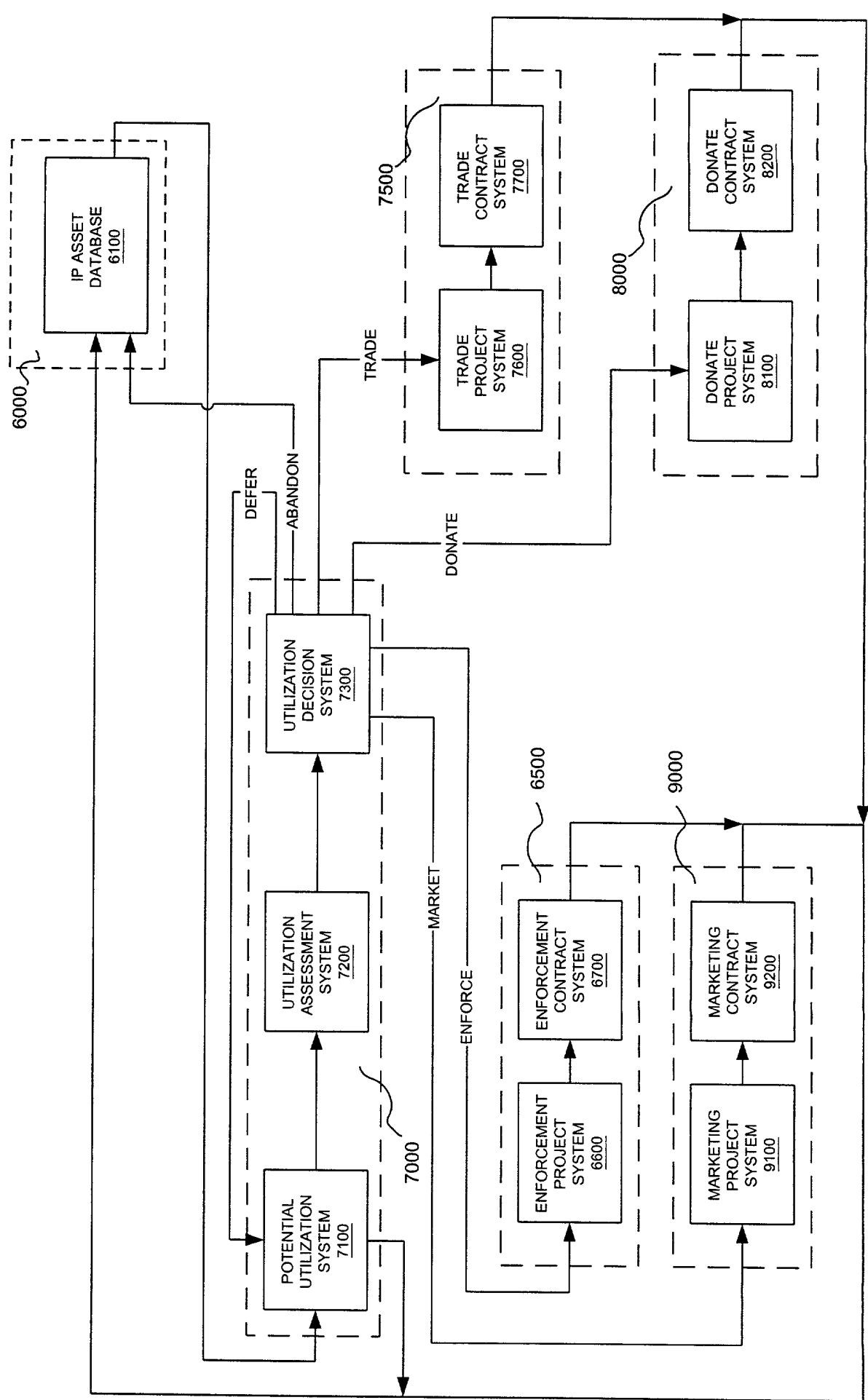


FIG. 12

FIG. 13 is a block diagram of a system architecture. The system includes an IP ASSET MANAGEMENT SYSTEM 6000, an ACCOUNTING SYSTEM 6100, and a STRATEGY SYSTEM 6200. The IP ASSET MANAGEMENT SYSTEM 6000 is connected to the ACCOUNTING SYSTEM 6100 and the STRATEGY SYSTEM 6200. The ACCOUNTING SYSTEM 6100 includes a REVENUES SYSTEM 6110 and an EXPENSE SYSTEM 6120. The STRATEGY SYSTEM 6200 includes a CORE BUSINESS SYSTEM 6210 and a CROWN JEWELS SYSTEM 6220.

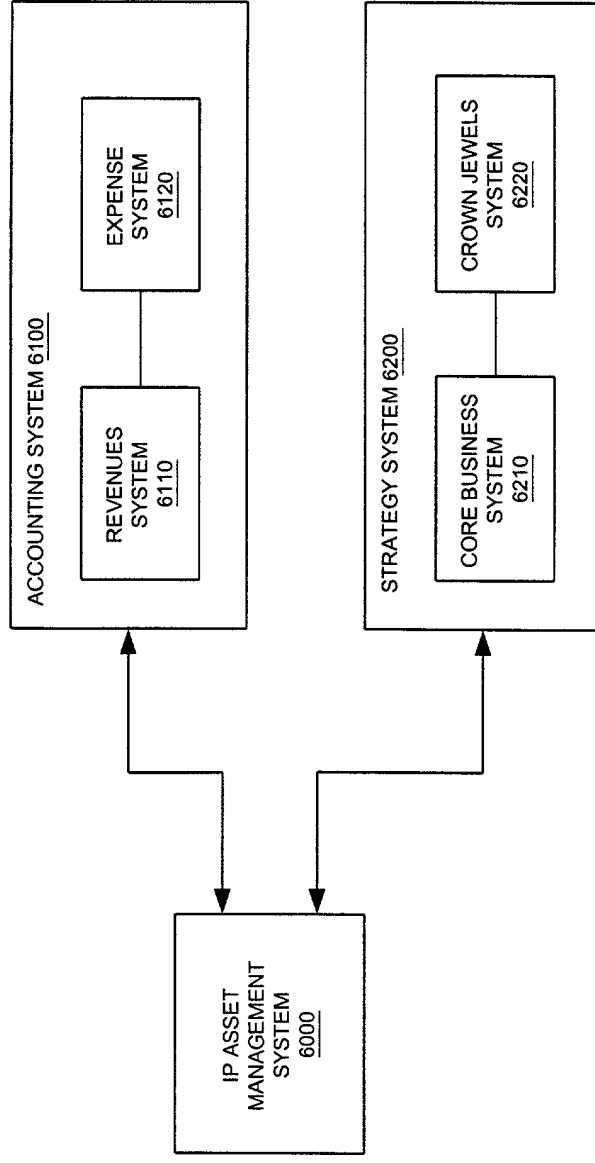


FIG. 13

FIG. 14 is a block diagram of a system architecture. The system includes an IP Asset Management System 6000, which is connected to two main functional blocks: the Finance System 6300 and the Research & Development System 6400. The Finance System 6300 contains a Forecasting System 6310 and a Budgeting System 6320. The Research & Development System 6400 contains an IP Profit System 6410, a Project System 6420, and an Innovator System 6430. Arrows indicate data flow from the IP Asset Management System 6000 to both the Finance System 6300 and the Research & Development System 6400.

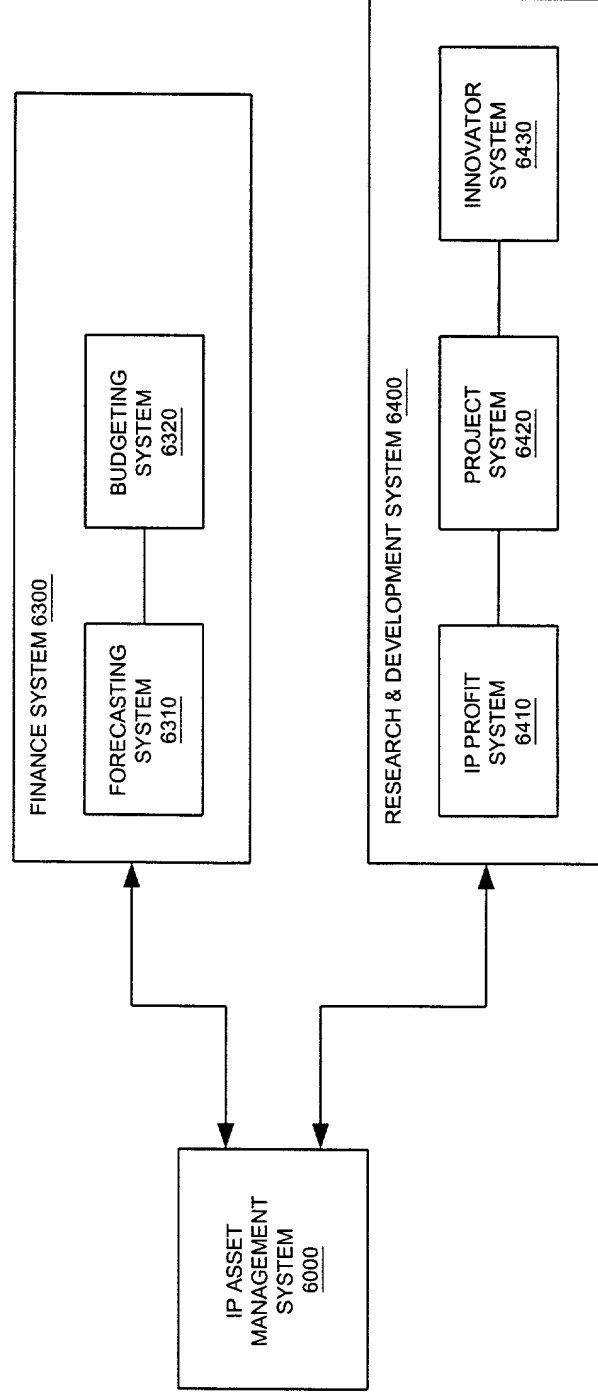


FIG. 14

PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODA	BUB	X					42					2001	3.5M	0.5
2	PRODB	BUC	Z									45	4Q 00	1M	0.9
3	PRODC	BUA	Z			35							4Q 00	3.5M	0.25
4	PRODD	BUA	Y				35						4Q 00	3.5M+	0.5
5	PRODE	BUD	X				35						4Q 00	3.5M	0.05
6	PRODF	BUE	W				35								
7	PRODG	BUD	W	35											
8	PRODH	BUC	X				35						2001	500K	
9	PRODI	BUE	Z					35					2001		
10	PRODJ	BUE	X				40						2001	5M	0.33
11	PRODK	BUB	W							47			2001	6M	0.9
12	PRODL	BUD	Y	31X									-----	-----	-----
13	PRODM	BUB	Y				35								
14	PRODN	BUA	W			38							2001		
15	PRODO	BUC	Y	36X									-----	-----	-----

FIG. 15

FIG. 16 is a schematic diagram of a system for managing a project. The system includes a user interface (UI) for inputting project data, a database for storing project information, and a processing unit for analyzing the data and generating reports. The UI is connected to the database and the processing unit. The database stores project data, including project name, start date, end date, and budget. The processing unit analyzes the data and generates reports, such as a Gantt chart, a PERT chart, and a project status report. The system is designed to help project managers track project progress and manage resources effectively.

PRODUCT		B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODF	BUE	W					35								
2	PRODG	BUD	W		35											
3	PRODK	BUB	W								47			2001	6M	0.9
4	PRODN	BUA	W				38							2001		
5	PRODA	BUB	X						42					2001	3.5M	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODH	BUC	X					35						2001	500K	
8	PRODJ	BUE	X					40						2001	5M	0.33
9	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
10	PRODL	BUD	Y	31X										-----	-----	-----
11	PRODM	BUB	Y					35								
12	PRODO	BUC	Y	36X										-----	-----	-----
13	PRODB	BUC	Z										45	4Q 00	1M	0.9
14	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
15	PRODI	BUE	Z						35					2001		
				INITIAL RESEARCH	MARKET RESEARCH	PTR APPROVAL	MARKET PLAN	SELL	NEGOTIATE	TR	APPROVAL	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT		

FIG. 16

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODB	BUC	Z										45	4Q 00	1M	0.9
2	PRODK	BUB	W								47			2001	6M	0.9
3	PRODA	BUB	X						42					2001	3.5M	0.5
4	PRODI	BUE	Z						35					2001		
5	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODF	BUE	W					35								
8	PRODH	BUC	X					35						2001	500K	
9	PRODM	BUB	Y					35								
10	PRODJ	BUE	X					40						2001	5M	0.33
11	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
12	PRODN	BUA	W				38							2001		
13	PRODG	BUD	W		35											
14	PRODL	BUD	Y	31X										-----	-----	-----
15	PRODO	BUC	Y	36X										-----	-----	-----
				INITIAL RESEARCH	MARKET RESEARCH	PTR APPROVAL	MARKET PLAN	SELL	NEGOTIATE	TR APPROVAL	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT			

FIG. 17

FIG. 18 is a flowchart illustrating a process for identifying and scoring product opportunities.

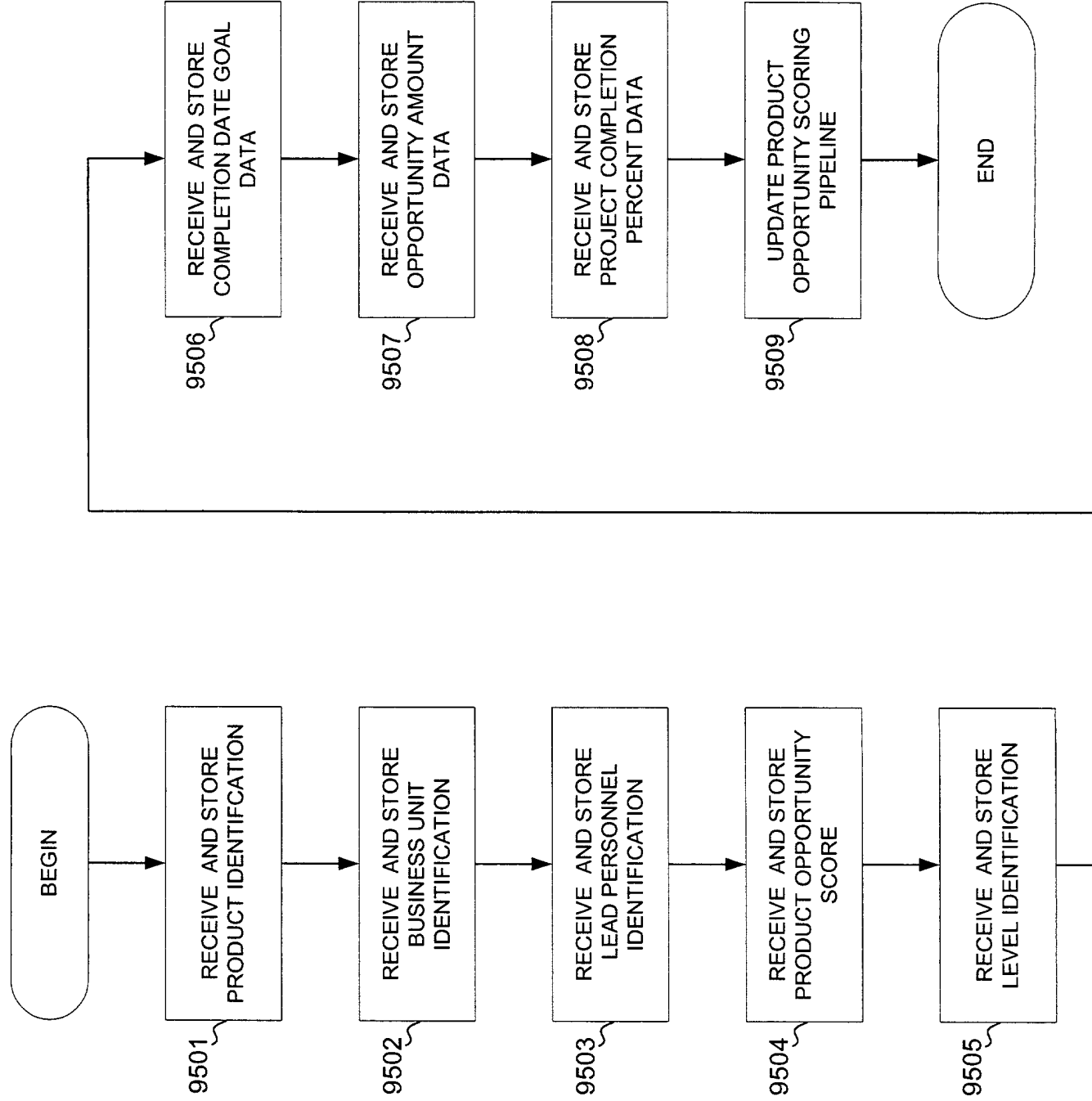


FIG. 18

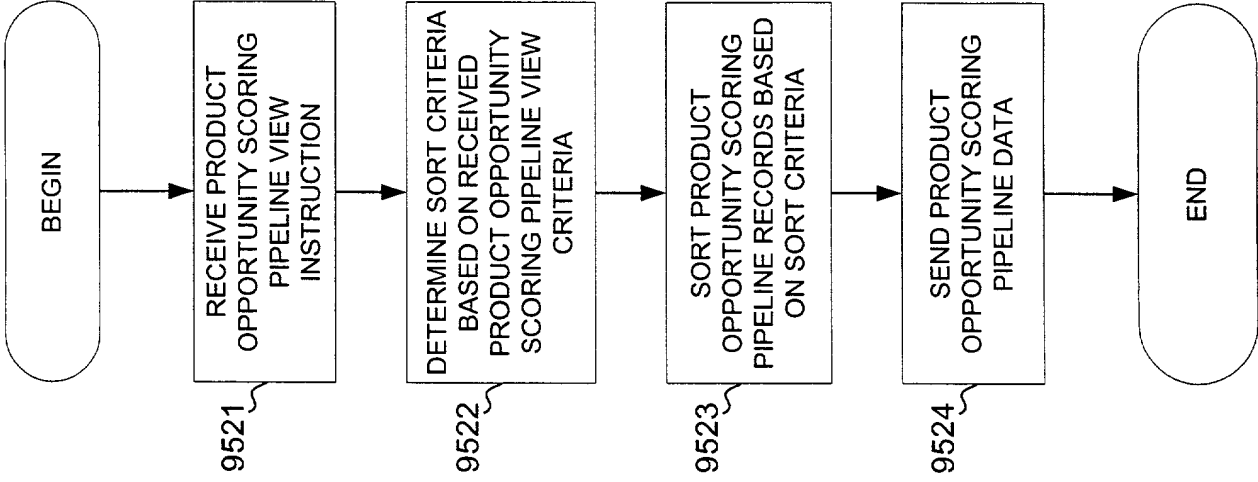


FIG. 19

FIG. 20 is a flowchart illustrating a process for product opportunity scoring and deployment.

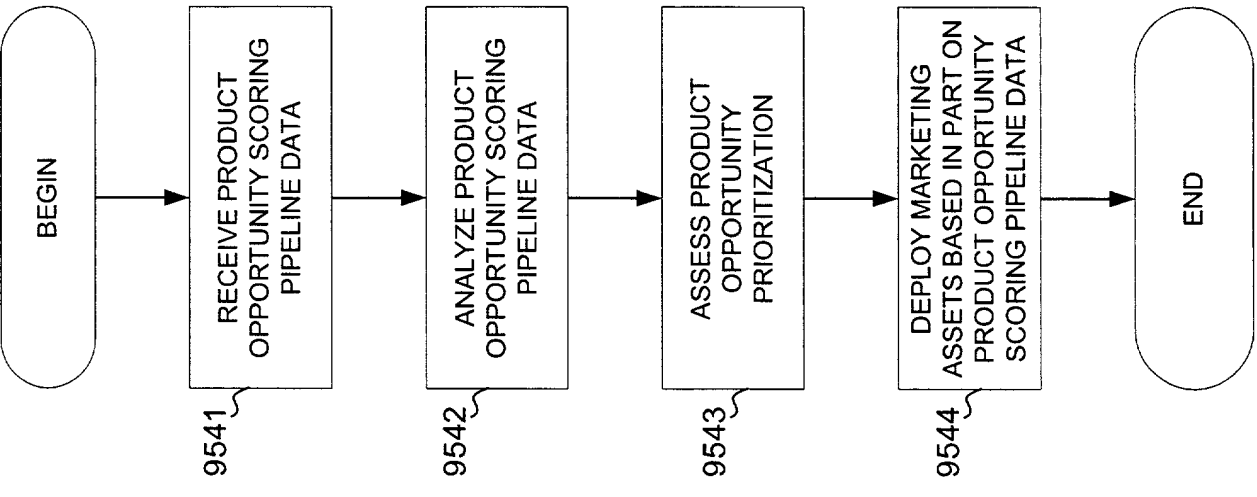


FIG. 20

Intellectual Property Development, Marketing and Maintenance Database System		
IP Marketing Database - Tables		
Table		Description
Companies		Table of companies
Marketing Opps		Table of IP marketing opportunities
IP Marketing Database - Companies Table		
Field Name	Data Type	Description
Formal Name	Text	Mailstop
IP Marketing Database - Marketing Opps Table		
Field Name	Data Type	Description
Opp #	AutoNumber	
Status	Text	
Estimated Mktg Date	Date/Time	
Product/Project Name	Text	
Product Group	Text	
Product Type	Text	
Type of IP Involved	Text	
BellSouth Entity	Text	
BellSouth Contacts	Memo	
BIPMAN Contact1	Text	
BIPMAN Contact2	Text	
BIPMAN Contact3	Text	
BIPMAN Contact4	Text	
Mktg Participant Name	Text	
Mktg Participant Address1	Text	
Mktg Participant Address2	Text	
Mktg Participant City, State,	Text	
Mktg Participant Contacts	Memo	
Mktg Participant Type	Text	
Deal Size	Text	
Estimated Deal Range	Text	
Estimated Deal Value	Text	
Priority	Text	
Description of Opportunity	Memo	
Background of Deal	Memo	
Financial Analysis	Memo	
Competitive Analysis	Memo	
Status of Deal	Memo	
Anticipated Timelines	Memo	
Pre-Trans Approval Person	Text	
Pre-Trans BellSouth Co	Text	
Title of Pre-Trans Approver	Text	
Date Pre-Trans Approved	Date/Time	
Final Bus Approval Person	Text	
Final Bus Approver's BellSouth	Text	
Title of Final Bus Approver	Text	
Date Final Bus Approved	Date/Time	
Final Legal Approval Person	Text	
Final legal Approver's BellSouth	Text	
Title of Legal Bus Approver	Text	

FIG. 21

Date Legal Bus Approved	Date/Time	
Follow-Up Date	Date/Time	
Follow-Up Needed	Memo	
Patent Status	Text	
IT Platform	Memo	
Level 1 Date	Date/Time	
Level 2 Date	Date/Time	
Level 3 Date	Date/Time	
Level 4 Date	Date/Time	
Level 5 Date	Date/Time	
Sub-entity	Text	
Top25	Yes/No	
IP Marketing Database - Queries		
Queries		Description
CoAlphaSort		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Marketing Opps Query		
Most Recent New Deals		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity-Specify 1 Entity Only		
Top 25 Report		
IP Marketing Database - Forms		
Forms		Description
Marketing Opps		
IP Marketing Database - Reports		
Reports		Description
Deal Overview by Vendor		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Most Recent New Deals		
Opportunity Summaries - ALL		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity - All		
Report by Entity-Specify 1 Entity Only		
Sales Funnel by Status		
Sales Funnel Tracking by Date		
Top Deals Report		

FIG. 22

Contract Tracking Database - Tables		
Tables		Description
Agreement Types		
Companies		
Contracts Listing		
Contract Tracking Database - Agreement Types Table		
Field Name	Data Type	Description
ID	AutoNumber	
Agreement Type	Text	
Description	Memo	
Contract Tracking Database - Companies Table		
Field Name	Data Type	Description
ID	AutoNumber	
Field1	Text	Company names
Contract Tracking Database - Contracts Listing Table		
Field Name	Data Type	Description
ID	AutoNumber	
First Pary	Text	
Second Party	Text	
Third Party	Text	
Effective Date	Date/Time	
Termination or Renewal Date	Date/Time	
Termination/Renewal Terms	Memo	
Confidentiality Period?	Text	
Executed Copy on File?	Text	
Location of Original	Text	
Additional Comments	Memo	
Agreement Type	Text	
Executed Contract Image	Hyperlink	Link to scanned image of signed original agreement
Other Document Image	Hyperlink	Link to scanned image of signed original agreement
Transaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	
Transaction Type	Text	
Types of IP Involved	Text	
Frequency of Payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments	Currency	
2003 YTD Payments	Currency	
IPType 1	Text	
IPType 2	Text	
IPType 3	Text	
IPType 4	Text	
IPType 5	Text	
Project Name	Text	
Contract Tracking Database - Queries		
Queries		Description

FIG. 23

Company Alpha Order		
Unexecuted Agreements		
Contract Tracking Database - Forms		
Forms		Description
Contracts Listing		
Contract Tracking Database - Reports		
Reports		Description
Unexecuted Agreements		

FIG. 24

FIG. 24

Innovation Awards Database - Tables		
Tables		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Awards Table		
Field Name	Data Type	Description
Key #	AutoNumber	Unique Key
Award #	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No.
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
IP ID#	Text	Name of IP Coordinator
SupvGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
SupvBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
SupvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
DHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DGCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter & Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Filing Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Iss Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date 5th Patent Issued	Date/Time	Date Application Issued
US Patent Numbers	Text	US PATENT Numbers for 5 Issued Patents

FIG. 25

Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recongnized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recognized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Req. for Release Form Rec'd
Publication Award Request sent to IPC	Date/Time	Date Payment Reugest Sent to IP Coordinator
Confirmation of Payment Red'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recoongized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
Gift Received	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Artcle
General Award Title	Memo	Reason for General Award
\$ Amount of General Award	Text	\$ Amount of General Award
BellSouth Employee	Text	Still with BellSouth?
DHTitle	Text	Department Head's Title
BSCC ESP Disclosure	Text	Designates if disclosure was rec'd thru BSCC ESP Program
ESP Coordinator	Text	ESP Coordinator's Name

Innovation Awards Database - Company Addresses Table

Field Name	Data Type	Description
CompanyName	Text	Company Name
FormalName	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip

Innovation Awards Database - ESP Coordinators Table

Field Name	Data Type	Description
ESP Coordinators	Text	
Company	Text	
Market	Text	
Department	Text	
State/Region	Text	
Phone	Text	
Fax	Text	
Street Address 1	Text	
Street Address 2	Text	
City	Text	
State	Text	
ZipCode	Number	
Mail Code	Text	

FIG. 26

Innovation Awards Database - IP Coordinators Table		
Field Name	Data Type	Description
IP ID#	Text	IP Coordinator ID#
FullNameIPC	Text	Coordinator's Full Name
Title	Text	Mr., Ms., Dr., etc.
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
Innovation Awards Database - Queries		
Queries		Description
Awards Query		
By Date & IPC - Apps Filed		
By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
By Date & IPC - Apps Filed		
Certificates for Publication Awards		
Certificates for Recipients of Filing Awards		
Certificates for Recipients of Issuance Awards		
Company Order		
DH Mailing Labels - Filing Awards		
DH Mailing Labels - Inv Ach Awards		
DH Mailing Labels - Issuance Awards		
DH Mailing Labels - Publication Awards		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publication Awards		
Disclosure Award Letter		
Disclosure Award Letter Query		
Disclosure Gift Check		
General Award		
Inventor Achievement Award		
Inventor Mailing Labels - Filing Awards		
Inventor Mailing Labels - Inv Ach Awards		
Inventor Mailing Labels - Issuance Awards		
Inventor Mailing Labels - Publication Awards		
Issuance Award Winner Check		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publications Awards		
Patent Filing Award		
Patent Issuance Award		
Progress Report		
Publications Award		
Recipients of Filing Awards		

FIG. 27

Recipients of Inventor Achievement Awards		
Recipients of Issuance Awards		
Recipients of Publication		
Innovation Awards Database - Forms		
Forms		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Reports		
Forms		Description
Awards		
By Date and IPC - Apps Filed		
By Date and IPC - Disclosures Filed		
By Date and IPC - Patents Granted		
Copy of Recipients of Issuance Awards - Report for Award Mfg		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publications Awards		
Disclosure Award letter		
General Award Form		
Inventor Achievement Award Form - 10 issued		
Inventor Achievement Award Form - 5 issued		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publication Awards		
Patent Filing Award Form		
Patent Issuance Award Form		
Progress Report		
Publications Award Form		
Recipients of Filing Awards - Sort by Award #		
Recipients of Filing Awards - Sort by Inventor Name		
Recipients of Inventor Achievement Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Inventor Name		
Recipients of Publication Awards - Sort by Award #		
Recipients of Publication Awards - Sort by Inventor Name		
Verification Table		

FIG. 28

BellSouth Intellectual Property Marketing Database			
Status of Opportunity:	L2 - Awaiting Execution Pre-Transaction		Opportunity No. 1
Date Status Changed To:	L1	L2 12/9/98	L3 L4 L5
Product/Project Name:	TechNet		Deal Size: C = LARGE
Product Group:	Network		Deal Priority: A = LOW
Product Type:	Software		Top Deals Rept? <input type="checkbox"/>
Type of IP Involved:	Proprietary Information		Est. \$\$\$ Range:
Patent Status:	Filed		Deal \$\$\$ Value:
BellSouth Entity:	BellSouth Telecommunications, Inc.	BIPMARK Lead:	CB
Sub-entity Name :	Network	BIPMARK Support 1:	
BellSouth Contacts:	Bill Smith	BIPMARK Support 2:	
		BIPMARK Support 3:	
Marketing Participant:	Andersen Consulting (to BT, SBC)	Participant Type:	Remarketing
Address:		Participant Contacts:	
City, State, Zip			
Estimated Availability Date:	1/ 1/99		
Description of Opp. :			
Status of Deal:			
Background of Deal:			
IT Platform:			
Financial Analysis:			
Competitive Analysis:			
Comments for Top Deals Report:			
Next Scheduled Follow-Up Date:	1/15/99		
Follow-Up Actions to be Taken:	Check on status of investigation		

FIG. 29

[illegible]

Page 1 of 6

PRIVATE/PROPRIETARY
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*BellSouth Intellectual Property Marketing Corporation
Level 1 (Initial Research in Progress) WIP Report*

Date Generated: Tuesday, December 14, 1999

<u>Product/Project Name</u>	<u>Subsidiary Name</u>	<u>Opp #</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>BIPMARK</u>		<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>	<u>Date Chgd</u> <u>to LI</u>
					<u>Lead</u>	<u>Support</u>				

FIG. 31

PRIVATE/PROPRIETARY
Contains private/proprietary information. May not be used or disclosed outside the BellSouth companies except pursuant to a written agreement.

BELLSOUTH

Intellectual Property Companies Contract Tracking Database

Agreement Type:										
First Party:										
Second Party:										
Third Party:										
Effective Date:		Termination or Renewal Date:								
Termination or Renewal Terms:										
Confidentiality Period?										
Executed Copy on File?		Location of Original:								
Comments:										
View Executed Contract:										
View Other Document:										
<i>For Remarketing Agreements Only:</i>										
Affiliate Involved:										
Transaction Type:		Project Name:								
Type of IP Involved:										
View Transaction Report:										
Frequency of Payment:										
Payment/Royalty Due Date:		Amount Due:								
Additional Payment Terms:										
YTD Totals:	1999		2000		2001		2002		2003	

FIG. 32

Unexecuted Agreements

<i>Agreement Type</i>	<i>First Party</i>	<i>Second Party</i>
-----------------------	--------------------	---------------------

Tuesday, December 14, 1999

Page 1 of 1

FIG. 33

Award #	D99-192	Type	Disclosure Award	Legal Case #	09192	Key #	868
---------	---------	------	------------------	--------------	-------	-------	-----

Inventor Information

Title	Mr.	Name		Phone No	
				FAX No	
BallSouth Co				Still BallSouth employee?	
Suite				IP Coordinator ID#	
Address					
City		State		Zip	

<div style="text-align: center; border: 1px solid black; padding: 5px; margin-bottom: 5px;">Inventor's Supervisor</div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Title</td><td></td><td>Name</td><td></td></tr> <tr><td>Suite</td><td></td><td></td><td></td></tr> <tr><td>Address</td><td></td><td></td><td></td></tr> <tr><td>City</td><td></td><td>State</td><td></td></tr> <tr><td></td><td></td><td>Zip</td><td></td></tr> </table>	Title		Name		Suite				Address				City		State				Zip		<div style="text-align: center; border: 1px solid black; padding: 5px; margin-bottom: 5px;">Inventor's Department Head</div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Grp</td><td></td><td>Name</td><td></td></tr> <tr><td>Title</td><td></td><td></td><td></td></tr> <tr><td>Suite</td><td></td><td></td><td></td></tr> <tr><td>Address</td><td></td><td></td><td></td></tr> <tr><td>City</td><td></td><td>State</td><td></td></tr> <tr><td></td><td></td><td>Zip</td><td></td></tr> </table>	Grp		Name		Title				Suite				Address				City		State				Zip	
Title		Name																																											
Suite																																													
Address																																													
City		State																																											
		Zip																																											
Grp		Name																																											
Title																																													
Suite																																													
Address																																													
City		State																																											
		Zip																																											

<div style="text-align: center; border: 1px solid black; padding: 5px; margin-bottom: 5px;">Disclosure Award</div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Title</td><td>Sales Information Storage/Tracking/Notification</td></tr> <tr><td>11/11/99</td><td>Disclosure Received by Legal</td></tr> <tr><td>11/11/99</td><td>Disclosure Received by BIPMAN</td></tr> <tr><td>11/16/99</td><td>Letter and Gift Sent to Inventor</td></tr> <tr><td>Gift Sent</td><td>Wooden Pen</td></tr> <tr> <td>BSCC-ESP Program</td> <td>No Coord Name</td> </tr> </table>	Title	Sales Information Storage/Tracking/Notification	11/11/99	Disclosure Received by Legal	11/11/99	Disclosure Received by BIPMAN	11/16/99	Letter and Gift Sent to Inventor	Gift Sent	Wooden Pen	BSCC-ESP Program	No Coord Name	<div style="text-align: center; border: 1px solid black; padding: 5px; margin-bottom: 5px;">Filing Award</div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Title</td><td></td></tr> <tr><td></td><td>Date Application Filed</td></tr> <tr><td></td><td>Date BIPMAN Notified of Filing</td></tr> <tr><td></td><td>Filing Award Request Sent to IPC</td></tr> <tr><td></td><td>Filing Award Payment Conf Rec'd</td></tr> <tr><td></td><td>Filing Award Recognized at Banquet</td></tr> </table>	Title			Date Application Filed		Date BIPMAN Notified of Filing		Filing Award Request Sent to IPC		Filing Award Payment Conf Rec'd		Filing Award Recognized at Banquet
Title	Sales Information Storage/Tracking/Notification																								
11/11/99	Disclosure Received by Legal																								
11/11/99	Disclosure Received by BIPMAN																								
11/16/99	Letter and Gift Sent to Inventor																								
Gift Sent	Wooden Pen																								
BSCC-ESP Program	No Coord Name																								
Title																									
	Date Application Filed																								
	Date BIPMAN Notified of Filing																								
	Filing Award Request Sent to IPC																								
	Filing Award Payment Conf Rec'd																								
	Filing Award Recognized at Banquet																								

<div style="text-align: center; border: 1px solid black; padding: 5px; margin-bottom: 5px;">Issuance Award</div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>US Patent Number</td><td></td></tr> <tr><td>Title</td><td></td></tr> <tr><td></td><td>Date Patent Issued</td></tr> <tr><td></td><td>Date BIPMAN Notified of Issuance</td></tr> <tr><td></td><td>Issuance Award Request Sent to IPC</td></tr> <tr><td></td><td>Issuance Award Payment Conf Rec'd</td></tr> <tr><td></td><td>Iss. Award Recognized at Banquet</td></tr> </table>	US Patent Number		Title			Date Patent Issued		Date BIPMAN Notified of Issuance		Issuance Award Request Sent to IPC		Issuance Award Payment Conf Rec'd		Iss. Award Recognized at Banquet	<div style="text-align: center; border: 1px solid black; padding: 5px; margin-bottom: 5px;">Publication Award</div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Title/ Public Name/ Category</td><td></td></tr> <tr><td></td><td>Date Article Published</td></tr> <tr><td></td><td>Date BIPMAN Notified of Publication</td></tr> <tr><td></td><td>Rec'd Request for Release Form</td></tr> <tr><td></td><td>Publication Award Request Sent to IPC</td></tr> <tr><td></td><td>Confirmation of Payment Rec'd</td></tr> <tr><td></td><td>Publ. Award Recognized at Banquet</td></tr> </table>	Title/ Public Name/ Category			Date Article Published		Date BIPMAN Notified of Publication		Rec'd Request for Release Form		Publication Award Request Sent to IPC		Confirmation of Payment Rec'd		Publ. Award Recognized at Banquet
US Patent Number																													
Title																													
	Date Patent Issued																												
	Date BIPMAN Notified of Issuance																												
	Issuance Award Request Sent to IPC																												
	Issuance Award Payment Conf Rec'd																												
	Iss. Award Recognized at Banquet																												
Title/ Public Name/ Category																													
	Date Article Published																												
	Date BIPMAN Notified of Publication																												
	Rec'd Request for Release Form																												
	Publication Award Request Sent to IPC																												
	Confirmation of Payment Rec'd																												
	Publ. Award Recognized at Banquet																												

<div style="text-align: center; border: 1px solid black; padding: 5px; margin-bottom: 5px;">Inventor Achievement Award</div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Patent Nos</td><td></td></tr> <tr><td></td><td>Date Last Patent Issued</td></tr> <tr><td></td><td>Date BIPMAN Notified of Inv Ach Awd</td></tr> <tr><td></td><td>Inv Ach Award Request Sent to IPC</td></tr> <tr><td></td><td>Inv Ach Award Payment Conf Rec'd</td></tr> <tr><td></td><td>Inv Ach Award Recognized at Banquet</td></tr> </table>	Patent Nos			Date Last Patent Issued		Date BIPMAN Notified of Inv Ach Awd		Inv Ach Award Request Sent to IPC		Inv Ach Award Payment Conf Rec'd		Inv Ach Award Recognized at Banquet	<div style="text-align: center; border: 1px solid black; padding: 5px; margin-bottom: 5px;">General Award</div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Title</td><td></td></tr> <tr><td>\$ Amount of General Award</td><td></td></tr> <tr><td></td><td>Date General Award Appl Rec'd</td></tr> <tr><td></td><td>General Award Request Sent to IPC</td></tr> <tr><td></td><td>General Award Payment Conf Rec'd</td></tr> <tr><td></td><td>Gen. Award Recognized at Banquet</td></tr> </table>	Title		\$ Amount of General Award			Date General Award Appl Rec'd		General Award Request Sent to IPC		General Award Payment Conf Rec'd		Gen. Award Recognized at Banquet
Patent Nos																									
	Date Last Patent Issued																								
	Date BIPMAN Notified of Inv Ach Awd																								
	Inv Ach Award Request Sent to IPC																								
	Inv Ach Award Payment Conf Rec'd																								
	Inv Ach Award Recognized at Banquet																								
Title																									
\$ Amount of General Award																									
	Date General Award Appl Rec'd																								
	General Award Request Sent to IPC																								
	General Award Payment Conf Rec'd																								
	Gen. Award Recognized at Banquet																								

General Notes

FIG. 34

Microsoft Access

File Edit View Insert Format Records Tools Window Help

Company Addresses

Company Name	BellSouth Entertainment
Formal Name	BellSouth Entertainment, Inc.
Street Address	1100 Abernathy Road
City	Atlanta
State	GA
Zip Code	30328

Records: 1 of 1

Awards: Data

Company Name

FIG. 35











ESP COORDINATORS				
ESP COORDINATOR	JANE DOE			
COMPANY	A - ALL			
MARKET	ALL STATES			
STATE / REGION	ALL STATES / REGS			
PHONE	(404) 555-1212			
FAX	(404) 555-1313			
STREET ADDRESS 1	100 PEACHTREE STREET			
STREET ADDRESS 2	SUITE 4005			
CITY	ATLANTA			
STATE	GA			
ZIP	30309			
MAIL CODE	MC01			
RECORD	   1     of 54			

FIG. 36

Microsoft Access

File Edit View Insert Format Records Tools Window Help

IP Coordinators

IP ID#			
Full Name	Amy Sherwood	Title	Ms.
Company Name	BBS - BotSouth Business Systems, Inc.		
Mailstop	7E01		
Street Address	1155 Peachtree Street, N.E.		
City	Atlanta		
State	GA	Zip Code	30309
Phone#	(404) 249-2738	FAX#	(404) 249-2866

Record: 1 of 32

Awards Dal

IP Coordinators

FIG. 37

Innovation Award Request Patent Filing Award

Date of Request <i>December 8, 1999</i>	BellSouth File No. <i>98059</i>	Innovation Award No. <i>A99-075</i>
Date Application Filed: Title of Application:		
<p><i>Please arrange payment of a Specific Innovation Award for filing of a patent application for the inventor listed below. Innovation Awards should be grossed up for federal and state taxes. Due to the significance of this contribution to BellSouth, the award should be presented in an appropriate ceremony in the presence of the inventor's peers and/or higher management.</i></p> <p style="text-align: center;"><i>Award Amount:</i></p> <p style="text-align: center;"><i>Approved By: X IP Legal</i> <i>_____ BellSouth IP Management Corp.</i></p>		
Inventor Name <i>J.</i>	Inventor Signature	
Supervisor Name <i>L.</i>	Supervisor Signature	
IP Coordinator Name <i>_____</i>	IP Coordinator Signature	
<p><i>Certification of payment and this signed request form must be returned to:</i></p> <p style="text-align: center;"> <i>Julia Spires, Intellectual Property Administrator</i> <i>1155 Peachtree Street, NE - Suite 500 - Atlanta, GA 30309</i> <i>(404) 249-2961</i> </p>		

PRIVATE/PROPRIETARY/LOCK

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FIG. 38

MEMORANDUM

To: John E. Lewis
From: Marcus Delgado
Date: December 8, 1999
RE: Notification of Patent Application Filing for
Title:
BellSouth No.:
Filing Date:

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filing date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

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Patents Granted 9/1/99 Through 11/30/99

<u>Award</u>	<u>Legal No.</u>	<u>Inventor Name</u>	<u>Company Name</u>	<u>Patent Title</u>	<u>US Patent No.</u>	<u>Date Issued</u>
A99-067	96013	JoAnn Blount (retired)	BSCC - BellSouth Cellular Corp.	Method and System for Automatically Connecting Telephone Calls to Multiple Devices Having Different Directory Numbers (as amended)	5,963,864	10/ 5/99

FIG. 40

Intellectual Property Management Database System

Marketing Table

Field Name	Data Type	Description	Relates (KEY)				Location of Data	Editable	Security	Comments
			PK							
Project Number	Number	Unique number to keep track of each project					System generated	Non-Editable		
Project Name	Character	Name of the project					Free Form Entry	Editable		
Status of Project	Character	Status of the project					Lookup Table	Editable		
Status Date	Date	Anticipated dates for different status levels					Can be system generated and/or free form.	Editable		A version can update when changing status levels.
Customer		Pulls additional information into database, Name, Contact, Phone - from People/Address table					Lookup Table	Editable		
		Customer Name								
		Contact								
		Phone								
		Party to final contract?								
Remarketing Partner		Pulls additional information into database, Name, Contact, Phone, party to final contract - from People/Address table					Lookup Table	Editable		
		Company Name								
		Contact								
		Phone								
		Party to final contract?								
IP Group Personnel		Pulls additional information into database, Name, Role, party to final contract - from People/Address table					Lookup Table	Editable		
		Name								
		Role								
Products	Character	Pointer back to product table					Lookup Table	Editable		
Deal Size	Character	Product Name					Lookup Table	Editable		
Deal Value	Number	Drop Down Estimate, small, medium and large					Free Form	Editable		
Deal Priority	Character	Actual deal value entered after the deal is closed low, medium, high					Lookup Table	Editable		
Include in Top Deals Report	Y/N (or CHAR)	Check box designating as important deal					Free Form	Editable		
Description of Project	Character						Freeform	Editable		
Followup Date	DATE	Next Scheduled Followup Date					Freeform	Editable		
Followup Actions	Character	Follow-up Actions to be Taken					Freeform	Editable		
Responsible Party	Character	Responsible Party for Follow-up - Looks at People/Address Table - Potentially allow multiple values					Lookup Table	Editable		

FIG. 41

File	Character	Pointer to attached files and comments	Freeform	Editable
		File Name		
		Comments		
Product	Character			
BellSouth Business Unit	Character	Pointer to BellSouth Business Unit and Royalty Percentage	Lookup Table	Editable
		BellSouth Business Unit		
		Royalty Percentage		
Notice Date	Date			
Customers Party to Contract	Character			
Parties to Contract	Character			
Underlying Ip of Product	Character			
Action	Character	Button (field) that points to information in the action table	Lookup Table	
		Expected Due Date		
		Actual Date		
		Action Type (Lookup)		
		Expected Amount		
		Actual Amount		
		Expected Action		
		Actual Action		
		Internal Contact		
		External Contact		
		Comments		
Comments	Character		Freeform	

IP TABLE (Trade Secrets or Copyrights)

Field Name		Data Type		Description	Relates (KEY)				Location Data	Editable	Security	Comments
IP #		Number		System Generated	Primary Key				Primary Key	Non-Editable		
IP Type		Character		TS or Copyright or Both					Lookup Table	Editable		
IP Name		Character							Freeform	Editable		
BellSouth Sub-entity		Character							Freeform	Editable		
BellSouth Business Unit		Character							Lookup Table	Editable		Could also be freeform
IP Description		Character		Freeform comments					Freeform	Editable		
Associated Files Attached		Character		Pointer to electronic file and comments					Freeform	Editable		
				File Name								
				Comments								
Copyright Filed?		Character		Build Lookup N/A, Yes or No.					Lookup Table	Editable		

FIG. 43

Product Table

Field Name		Data Type	Description		Relates (KEY)				Location Data	Editable	Security	Comments
Product Description		Character	Product Description			Primary Key	Freeform		Editable			
Product Number		Number	System Generated				Primary Key		Non-editable		System Generated	
BellSouth Sub-entity		Character					Freeform		Lookup Table			
BellSouth Business Unit		Character	Allow multiple values				Lookup Table		Editable		Could also be freeform	
BellSouth Contacts		Character	Pointer to People/Address Table, Name, Phone and Position (e.g., role)				Freeform		Editable			
			Name									
			Phone #									
			Position									
List of Patents		Character	Pointer to CPI Patent Database Records				CPI System		Editable			
			Status									
			Docket #									
			Country									
			App. #									
			Filing Date									
			Patent #									
			Issue Date									
			Inventor									
			Title									
			Comments - Not sure if in CPI									
List of TM		Character	Pointer to CPI TM Database Records				CPI System		Editable			
			Status									
			Mark									
			Country									
			App. #									
			Docket #									
			Filing Date									
			Reg. #									
			Reg. Date									
			Renewal Date									
			Comments - Not sure if in CPI									
List of Trade Secrets & Copyrights		Character	Pointer to IP Table				Lookup Table		Editable			
			Name									
			Description									
			BellSouth Sub-entity									
			BellSouth Business Unit									
			IP #									

FIG. 44

Date Available for Sale		DATE			Freeform	Editable	
Technical Requirements	Character				Freeform	Editable	
Product Name	Character			allow multiple values	Freeform	Editable	
Files	Character			pointer to files and comments	Lookup Table	Editable	
				File Name			
				Comments			
Patents Table (CPI)-Used in IP Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Patent #							
Issue Date							
Inventor							
Status							
Docket #							
Title							
Country							
App #							
Filing Date							
Comments		This may not be in CPI					
Trademark Table (CPI) Used in IP Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Mark							
Reg. #							
Registration Date							
Status							
App #							
Docket #							
Country							
Filing Date							
Renewal Date							
Comments		This may not be in CPI					
Corp/Org. Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Name							
Type		IP Group, Remarking, Customer, Alliance					

FIG. 45

People/Address Table						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Org						
Name						
Phone						
Address						
Comments						
Position						
Roles Lookup Values						
Contact						
Research						
Other						
Contact Lookup Values						
IP Group Personnel						
End Users/Customers						
BellSouth Business Unit						
Status Lookup Values						
Conduct Initial Research		Used in Marketing Module				
Conduct Market Research and Analysis						
Develop marketing plan & package						
Sell product						
Negotiate contract						
Complete & approve transaction report						
Execute contract						
Set up maintenance plan						
Close out project						
Used in IP Inventory Module, Product Inventory Module						
BellSouth Business Units Lookup Values						
BASC (Affiliate Service Corp.)						
BBI (Billing Inc.)						
BBS (Business Systems)						
BPC (Public Communications)						
BSC (Corporate)						
BSCC (Cellular)						
BSE (Entertainment)						
BSI (International)						
BSNET (.Net)						
BST (Telecommunications)						

FIG. 46

Contacts TABLE						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Company Name				Freeform		
BellSouth Sub-entity				Freeform		
Type		IP Group, Remarketing, Customer, Alliance, Bellsouth Internal				
Events		Pointer to Events table		Freeform		
		Date				
		Comments				
		Attached Files				
Contacts						
		Name				
		Title				
		Country				
		Address1				
		Address2				
		City				
		State				
		Zip				
		Phone				
Individual Contact Events		Pointer to Individual Contact Events Table				
		Date				
		Comments				
		Attached Files				

FIG. 49

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM



IP Inventory Module

Product Inventory Module

Marketing Module

Contracts Module

Searching/Reporting Module

Contacts Module

FIG. 50

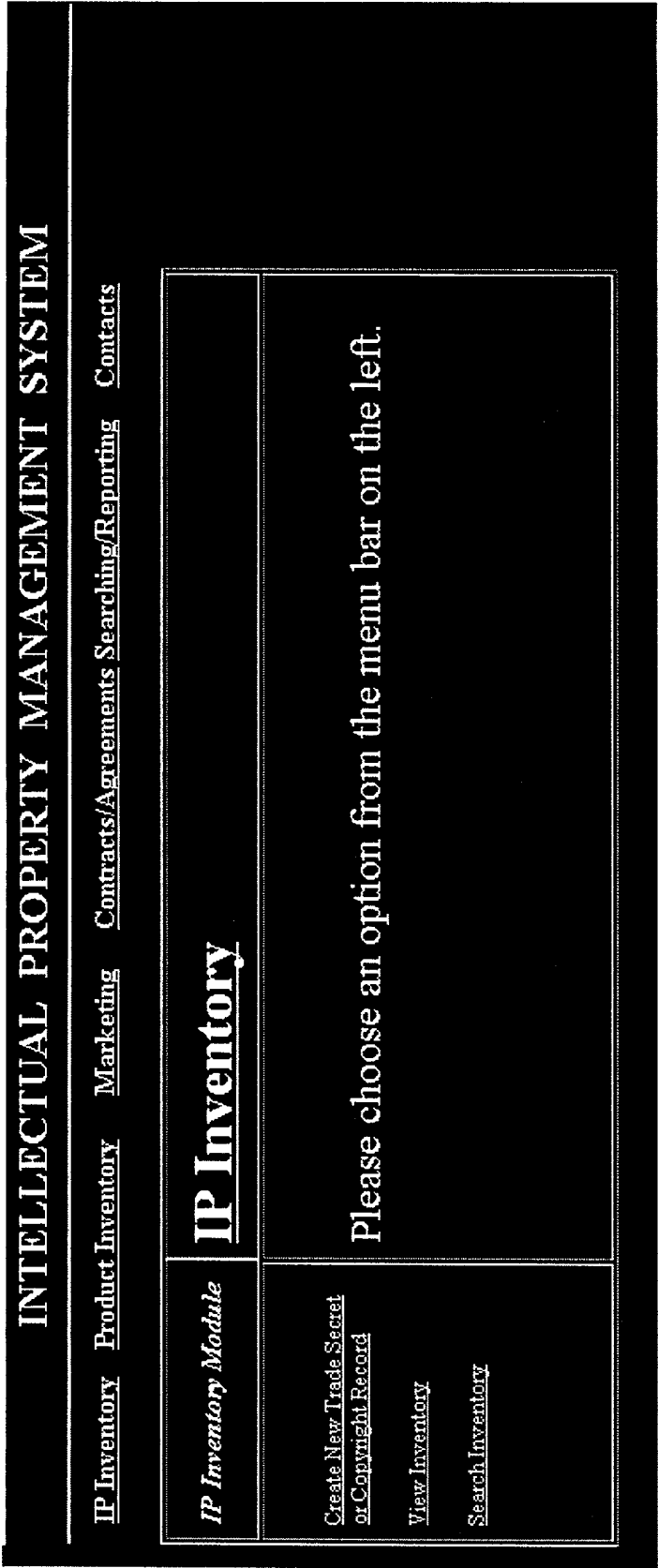


FIG. 51

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory *Module*

[Create New Trade
Secret or Copyright
Record](#)

[View Inventory](#)

[Search Inventory](#)

Create/Edit Trade Secret/Copyright

IP # Copyright Filed

IP Name

IP Type

BellSouth Business Unit

BellSouth Sub-entity

IP Description

[Associated Files Attached](#)

File to Attach

File Name

Comments

FIG. 52

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<u>View Inventory</u>	
<u>IP Inventory Module</u>	
Create New Trade Secret or Copyright Record	
View Inventory	
Search Inventory	

<u>Patents</u>	
Sort By	<div>N/A</div>
<u>Trademarks</u>	
Sort By	<div>N/A</div>
<u>Trade Secrets</u>	
Sort By	<div>N/A</div>

Patent #

Issue Date

Status

Default

Status

Docket #

Country

App #

Filing Date

Name

Submit

Cancel

FIG. 54

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<u>IP Inventory Module</u>	<u>View Inventory</u>
Create New Trade Secret or Copyright Record View Inventory Search Inventory	<div><div><u>Patents</u></div><div>Sort By <input type="text" value="N/A"/></div><div><u>Trademarks</u></div><div>Sort By <input type="text" value="N/A"/></div><div><u>Trade</u></div><div>Sort By <input type="text" value="N/A"/></div></div> <div><div>Trademark Name</div><div>TM #</div><div>Registration Date</div><div>Status</div><div>Default</div></div> <div><div>Submit</div><div>Cancel</div></div>

FIG. 55

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

[Create New Trade Secret or](#)

[Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

View Inventory

Patents

Sort By

Trademarks

Sort By

Trade Secret & Copyrights

Sort By

Submit	<input type="text" value="N/A"/>
Name	BellSouth Entity
	Business Unit
IP #	
Description	
Default	

FIG. 56

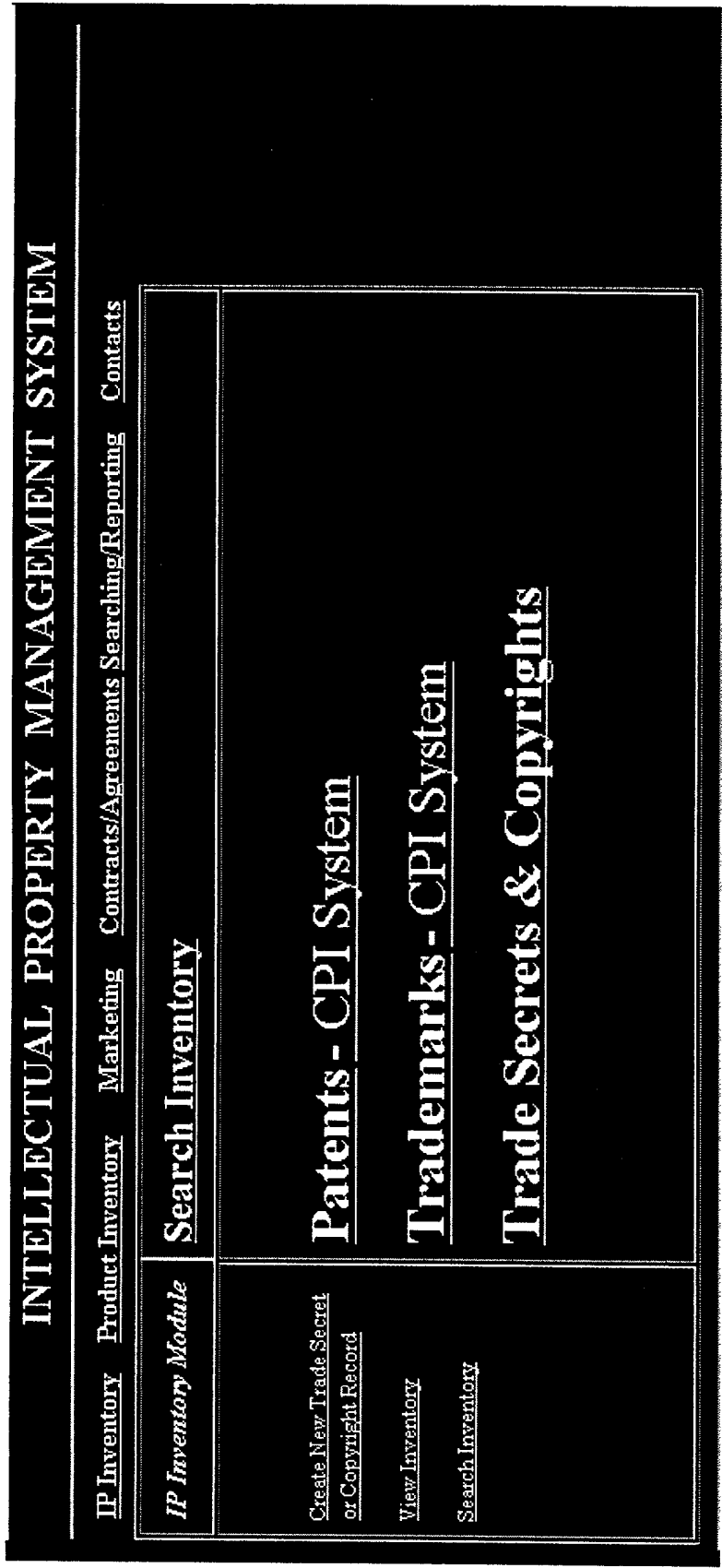


FIG. 58

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[TP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

Create New Trade Secret or
Copyright Record

View Inventory

Search Inventory

Search Patents

Status		Filing Date	
Docket #		Patent #	
Country		Issue Date	
App. #		Title	
Inventor		Comments	

Search All Fields

Search

Cancel

FIG. 59

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<u>Search Patents Results</u>	
<i>IP Inventory Module</i>	
Create New Trade Secret or Copyright Record	
View Inventory	
Search Inventory	

Status	Docket #	Country	App. #	Filing Date	Patent #	Issue Date	Inventor	Title	Comments
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

FIG. 60

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>IP Inventory Module</u>	<u>Search Trademark Results</u>
<u>Create New Trade Secret or Copyright Record</u>	
<u>View Inventory</u>	
<u>Search Inventory</u>	

FIG. 62

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

Search Trade Secret/Copyright Issue

IP# Copyright Filed

IP Name

IP Type

BellSouth Business Unit

BellSouth Sub-entity

IP Description

Full Text File Search

FIG. 63

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<u>IP Inventory Module</u>	<u>Search Results</u>			
<u>Create New Trade Secret or Copyright Record</u> <u>View Inventory</u> <u>Search Inventory</u>	<u>Trade Secrets & Copyrights</u>			
	<u>Name</u>	<u>Type</u>	<u>IP #</u>	<u>BellSouth Sub-entity Data</u>
	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>

FIG. 64

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Product
Inventory
Module

Create/Edit Product

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

Product Name

Product Number 1234343

BellSouth Business Unit

BellSouth Sub-entity

Product Description

Date Available for Sale

Technical Requirements

BellSouth Contacts

FIG. 66

[illegible]

Patents

Patents

Add Patents

Remove Patents

Trade Secrets & Copyrights

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket#</u>	<u>App#</u>	<u>Filing Date</u>	<u>Reg #</u>	<u>Reg Date</u>	<u>Renewal Date</u>	<u>Comments</u>
					Remove Trademarks				
Add Trademarks									

FIG. 67

Trade Secrets & Copyrights

<u>Name</u>	<u>Description</u>	<u>BellSouth Sub-Entity</u>	<u>Business Unit</u>	<u>IP#</u>

Add TS or Copyright

Remove TS or Copyright

Create TS/Copyright

Associated Files Attached

File to Attach

Browse...

Remove File

File Name

Comments

Submit

Cancel

FIG. 68

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i><u>Product Inventory Module</u></i>	<i><u>View Products</u></i>
<u>Create New Product</u>	<u>View All Products</u>
<u>View Products</u>	<u>View All Products Sorted By BellSouth Business Unit</u>
<u>Search For Product</u>	<u>View All Products for Specific BellSouth Business Unit</u>
<u>View/Edit Contacts</u>	<u>Advanced View</u>

FIG. 69

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Marketing Contracts/Agreements

Searching/Reporting

Contacts

Product Inventory Module

Create New Product

View Products

Search For Product

View/Edit Contacts

View All Products

Name	BellSouth Business Unit	Description
Data	Data	Data

FIG. 70

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

[View All Products By Specific BellSouth Business Unit](#)

Create New
Product

View Products

Search For
Product

[View/Edit](#)
[Contacts](#)

BellSouth Business Unit:

Submit

BASC
BBI
BBS
BPC
BSC
BSCC
BSE
BSI
BSNET
BST

FIG. 72

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP
Inventory
Product
Inventory
Marketing Contracts/Agreements Searching/Reporting Contacts

[View All Products By Specific BellSouth Entity](#)

<u>BellSouth Entity</u>	<u>Name</u>	<u>Description</u>
Data	Data	Data

Create New Product

View Products

Search For
Product

[View/Edit](#)
[Contacts](#)

FIG. 73

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i><u>Product</u></i> <i><u>Inventory</u></i> <i><u>Module</u></i>	<u><i>View Products Advanced View</i></u>
<u>Create New</u> <u>Product</u>	1.) Sort By: <input type="text" value="N/A"/>
<u>View Products</u>	2.) Sort By: <input type="text" value="N/A"/>
<u>Search For</u> <u>Product</u>	3.) Sort By: <input type="text" value="N/A"/>
<u>View/Edit</u> <u>Contacts</u>	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>

FIG. 74

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Marketing

Contracts/Agreements

Searching/Reporting

Contacts

Product

Inventory

Module

Create New

Product

View Products

Search For

Product

View/Edit

Contacts

View Products Advanced View

1.) Sort By:

N/A

2.) Sort By:

N/A

3.) Sort By:

N/A

Submit

BellSouth Entity

Name

Description

FIG. 75

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Marketing Contracts/Agreements

Searching/Reporting

Contacts

Product Inventory Module

Create New Product

View Products

Search For Product

View/Edit Contacts

View Products Advanced View

1.) Sort By: Name

2.) Sort By: BellSouth Entity

3.) Sort By: Description

Submit

Cancel

FIG. 76

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Product
Inventory
Module

Search Products

Create New
Product

View
Products

Search For
Product

View/Edit
Contacts

Product Number

Product Name

BellSouth Business Unit

BellSouth Sub-entity

Product Description

Date Available for Sale

Technical Requirements

BellSouth Contacts

FIG. 78

Country	Year	Population (millions)	Urban population (millions)	Urban population (%)	Population density (per sq km)	Population density (per sq mile)
Algeria	1980	10.0	4.0	40.0	100	260
Algeria	1985	10.5	4.5	42.9	105	273
Algeria	1990	11.0	5.0	45.5	110	285
Algeria	1995	11.5	5.5	47.8	115	298
Algeria	2000	12.0	6.0	50.0	120	310
Algeria	2005	12.5	6.5	52.0	125	323
Algeria	2010	13.0	7.0	53.8	130	335
Algeria	2015	13.5	7.5	55.6	135	348
Algeria	2020	14.0	8.0	57.1	140	360
Algeria	2025	14.5	8.5	58.6	145	373
Algeria	2030	15.0	9.0	60.0	150	385
Algeria	2035	15.5	9.5	61.3	155	398
Algeria	2040	16.0	10.0	62.5	160	410
Algeria	2045	16.5	10.5	63.6	165	423
Algeria	2050	17.0	11.0	64.7	170	435
Algeria	2055	17.5	11.5	65.7	175	448
Algeria	2060	18.0	12.0	66.7	180	460
Algeria	2065	18.5	12.5	67.6	185	473
Algeria	2070	19.0	13.0	68.4	190	485
Algeria	2075	19.5	13.5	69.2	195	498
Algeria	2080	20.0	14.0	70.0	200	510
Algeria	2085	20.5	14.5	70.7	205	523
Algeria	2090	21.0	15.0	71.4	210	535
Algeria	2095	21.5	15.5	72.1	215	548
Algeria	2100	22.0	16.0	72.7	220	560
Algeria	2105	22.5	16.5	73.3	225	573
Algeria	2110	23.0	17.0	73.9	230	585
Algeria	2115	23.5	17.5	74.5	235	598
Algeria	2120	24.0	18.0	75.0	240	610
Algeria	2125	24.5	18.5	75.5	245	623
Algeria	2130	25.0	19.0	76.0	250	635
Algeria	2135	25.5	19.5	76.5	255	648
Algeria	2140	26.0	20.0	76.9	260	660
Algeria	2145	26.5	20.5	77.4	265	673
Algeria	2150	27.0	21.0	77.8	270	685
Algeria	2155	27.5	21.5	78.2	275	698
Algeria	2160	28.0	22.0	78.6	280	710
Algeria	2165	28.5	22.5	78.9	285	723
Algeria	2170	29.0	23.0	79.3	290	735
Algeria	2175	29.5	23.5	79.7	295	748
Algeria	2180	30.0	24.0	80.0	300	760
Algeria	2185	30.5	24.5	80.3	305	773
Algeria	2190	31.0	25.0	80.6	310	785
Algeria	2195	31.5	25.5	81.0	315	798
Algeria	2200	32.0	26.0	81.3	320	810
Algeria	2205	32.5	26.5	81.6	325	823
Algeria	2210	33.0	27.0	81.8	330	835
Algeria	2215	33.5	27.5	82.1	335	848
Algeria	2220	34.0	28.0	82.4	340	860
Algeria	2225	34.5	28.5	82.6	345	873
Algeria	2230	35.0	29.0	82.9	350	885
Algeria	2235	35.5	29.5	83.1	355	898
Algeria	2240	36.0	30.0	83.3	360	910
Algeria	2245	36.5	30.5	83.6	365	923
Algeria	2250					

Remove Contact

Patents

Remove Patents

Trademarks

Remove Trademarks

FIG. 79

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-entity	Business Unit	IP#

Add Trade Secrets or Copyrights

Remove Trade Secrets or Copyrights

Associated Files Attached

File Name	Comments

Full Text File Search

Search

Cancel

FIG. 80

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
<u>IP</u> <u>Inventory</u>	<u>Product</u> <u>Inventory</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>
<u>Product Inventory</u> <u>Module</u>	<u>Product Search Results</u>
<u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u>	<u>Product Name</u> <u>Data1</u> <u>Any Criteria Used in Search</u> <u>Data2</u>

FIG. 81

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product</u> <u>Inventory</u> <u>Module</u>	<u>View Product</u>						
<u>Create New</u> <u>Product</u>	Product Number 12323 Product Name Product						
<u>View Products</u>	BellSouth Sub-entity Entity BellSouth Business Unit Main Unit						
<u>Search For</u> <u>Product</u>	Product Description						
<u>View/Edit</u> <u>Contacts</u>	Date Available for Sale 2/14/2000						
	Technical Requirements						
	BellSouth Contacts						
	<table border="1"><tr><td>Name</td><td>Phone #</td><td>Position</td></tr><tr><td>Howard Johnson</td><td>1-800-555-1212</td><td>Director</td></tr></table>	Name	Phone #	Position	Howard Johnson	1-800-555-1212	Director
Name	Phone #	Position					
Howard Johnson	1-800-555-1212	Director					
	List of IP						

FIG. 82

FIG. 83 is a block diagram of a system for managing intellectual property information. The system includes a database 830, a user interface 832, and a processing unit 834. The database 830 stores information about intellectual property, including patents, trademarks, and trade secrets. The user interface 832 allows a user to interact with the system, and the processing unit 834 manages the data in the database.

List of IP

Patents

<u>Status</u>	<u>Docket#</u>	<u>Country</u>	<u>App#</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>

Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket#</u>	<u>App#</u>	<u>Filing Date</u>	<u>Reg.#</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>

Trade Secrets & Copyrights

<u>Name</u>	<u>Description</u>	<u>BellSouth Sub-entity</u>	<u>Business Unit</u>	<u>IP#</u>

Associated Files Attached

<u>File Name</u>	<u>Comments</u>

Edit

FIG. 83

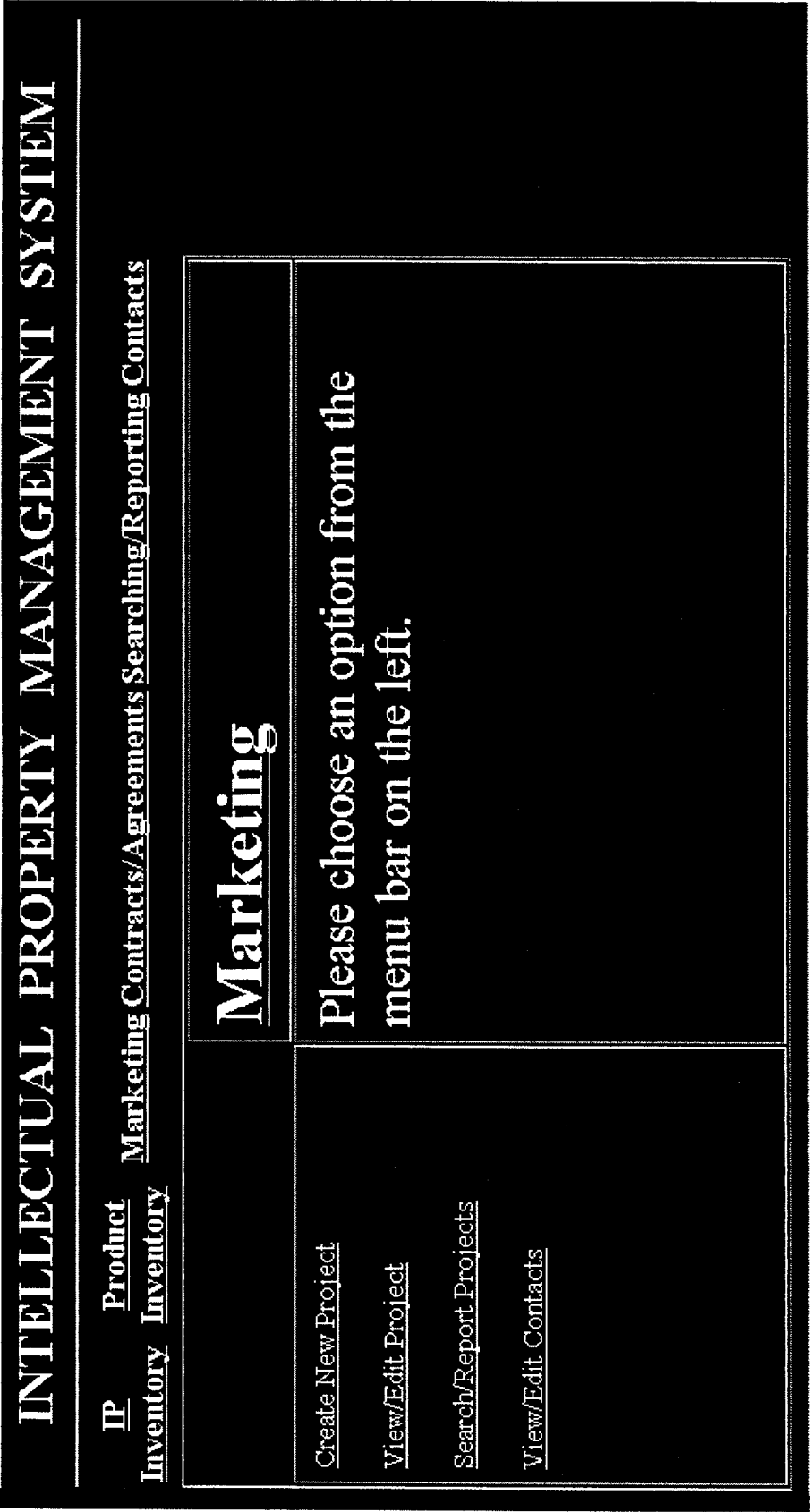


FIG. 84

Intellectual Property Management System

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Create New Project</u>
<u>Create New Project</u>	Project Name <input type="text" value="Project # 121232"/>
<u>View/Edit Project</u>	Status <input type="text" value="Status Date"/>
<u>Search/Report Projects</u>	Deal Value <input type="text" value="Deal Size"/>
<u>View/Edit Contacts</u>	Include in Top Deals Report <input type="checkbox"/> Deal Priority <input type="text" value=""/>
Description of Project	
<input type="text" value=""/>	
Follow-up Date <input type="text" value="Follow-up Actions"/>	
Responsible Party <input type="text" value=""/>	
Products	

FIG. 85

Products

<u>Product Name</u>	

Add Product

Remove Product

Customer

<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
			<input type="checkbox"/>

Add Customers

Remove Customers

Remarketing Partners

<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
			<input type="checkbox"/>

Add Partner

Remove Partner

IP Group Personnel

FIG. 86

<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
Add IP Personnel	Remove IP Personnel

Associated Files Attached

<u>File to Attach</u>	<u>Browse...</u>	<u>Remove File</u>
File Name		Comments

Contract Records

<u>Contract Name</u>	<u>Agreement Type</u>

Create Contract Record	Add Associated Contract Record	Remove Associated Contract Record
------------------------	--------------------------------	-----------------------------------

Submit	Cancel
--------	--------

FIG. 87

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Marketing Module</i>	<u>View Projects</u>
<u>Create New Project</u>	<u>Default Search</u>
<u>View/Edit Project</u>	<u>Custom Sort</u>
<u>Search/Report Projects</u>	1.) Sort By: <input type="text" value="N/A"/>
<u>View/Edit Contacts</u>	2.) Sort By: <input type="text" value="N/A"/>
	3.) Sort By: <input type="text" value="N/A"/>
	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>

FIG. 88

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Marketing Module</i>	<u>View Project-Results</u>
<u>Create New Project</u>	<u>Project Name</u> <u>Customer</u> <u>Product</u> <u>Status</u> <u>Deal Priority</u> <u>Deal Value</u>
<u>View/Edit Project</u>	<u>Data1</u> <u>Data2</u> <u>Data3</u> <u>Data4</u> <u>Data5</u> <u>Data6</u>
<u>Search/Report Projects</u>	
<u>View/Edit Contacts</u>	

FIG. 89

Variable	Mean		SD		t		p	
	Control	Case	Control	Case	Control	Case	Control	Case
Age	21.5	21.5	1.5	1.5	0.0	0.0	0.999	0.999
Gender	100	100	0	0	0.0	0.0	0.999	0.999
Height	170.0	170.0	5.0	5.0	0.0	0.0	0.999	0.999
Weight	65.0	65.0	10.0	10.0	0.0	0.0	0.999	0.999
Education	12.0	12.0	1.0	1.0	0.0	0.0	0.999	0.999
Occupation	1.0	1.0	0.0	0.0	0.0	0.0	0.999	0.999
Marital status	100	100	0	0	0.0	0.0	0.999	0.999
Religion	100	100	0	0	0.0	0.0	0.999	0.999
Income	100	100	0	0	0.0	0.0	0.999	0.999
Health status	100	100	0	0	0.0	0.0	0.999	0.999
Smoking status	100	100	0	0	0.0	0.0	0.999	0.999
Alcohol consumption	100	100	0	0	0.0	0.0	0.999	0.999
Exercise	100	100	0	0	0.0	0.0	0.999	0.999
Stress	100	100	0	0	0.0	0.0	0.999	0.999
Sleep	100	100	0	0	0.0	0.0	0.999	0.999
Diet	100	100	0	0	0.0	0.0	0.999	0.999
Family history	100	100	0	0	0.0	0.0	0.999	0.999
Genetics	100	100	0	0	0.0	0.0	0.999	0.999
Environment	100	100	0	0	0.0	0.0	0.999	0.999
Life events	100	100	0	0	0.0	0.0	0.999	0.999
Personality	100	100	0	0	0.0	0.0	0.999	0.999
Emotion	100	100	0	0	0.0	0.0	0.999	0.999
Behavior	100	100	0	0	0.0	0.0	0.999	0.999
Thought	100	100	0	0	0.0	0.0	0.999	0.999
Feeling	100	100	0	0	0.0	0.0	0.999	0.999
Attitude	100	100	0	0	0.0	0.0	0.999	0.999
Values	100	100	0	0	0.0	0.0	0.999	0.999
Beliefs	100	100	0	0	0.0	0.0	0.999	0.999
Opinions	100	100	0	0	0.0	0.0	0.999	0.999
Preferences	100	100	0	0	0.0	0.0	0.999	0.999
Interests	100	100	0	0	0.0	0.0	0.999	0.999
Hobbies	100	100	0	0	0.0	0.0	0.999	0.999
Skills	100	100	0	0	0.0	0.0	0.999	0.999
Abilities	100	100	0	0	0.0	0.0	0.999	0.999
Intelligence	100	100	0	0	0.0	0.0	0.999	0.999
Memory	100	100	0	0	0.0	0.0	0.999	0.999
Attention	100	100	0	0	0.0	0.0	0.999	0.999
Concentration	100	100	0	0	0.0	0.0	0.999	0.999
Perception	100	100	0	0	0.0	0.0	0.999	0.999
Reasoning	100	100	0	0	0.0	0.0	0.999	0.999
Problem solving	100	100	0	0	0.0	0.0	0.999	0.999
Decision making	100	100	0	0	0.0	0.0	0.999	0.999
Communication	100	100	0	0	0.0	0.0	0.999	0.999
Relationships	100	100	0	0	0.0	0.0	0.999	0.999
Work	100	100	0	0	0.0	0.0	0.999	0.999
Study	100	100						

<u>IP</u> <u>Inventory</u>	<u>Product</u> <u>Inventory</u>
100	100
200	200
300	300
400	400
500	500
600	600
700	700
800	800
900	900
1000	1000

Marketing Module	<h2><u>View Project</u></h2> <div> <div> <div>Project Name Name</div> <div>Status Conduct Initial Research</div> <div>Deal Value \$1.2 Billion</div> <div>Include in Top Deals Report <input type="checkbox"/></div> <div>Description of Project</div> <div></div> </div> <div> <div>Project # 12334</div> <div>Status Date 2/2/2000</div> <div>Deal Size Small</div> <div>Deal Priority Low</div> </div> </div> <div> <div>Follow-up Date 2/2/2000</div> <div>Responsible Party Mike Stevens</div> <div>Follow-up Actions Action</div> </div> <div> <div><u>Products</u></div> <div> <div><u>Product Name</u></div> <div><u>Product</u></div> </div> <div><u>Customer</u></div> </div>
----------------------------------	---

FIG. 90

IBM Corp. 1990. All rights reserved. IBM, the IBM logo, and other marks are trademarks of International Business Machines Corporation in the United States and other countries.

<u>Customer</u>		
<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>
IBM	John Jim	212-555-1212
<u>Remarketing Partners</u>		
<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>
IBM	Bob Smith	212-555-1212
<u>IP Group Personnel</u>		
<u>Name</u>	<u>Role</u>	
<u>Associated Files Attached</u>		
<u>File Name</u>	<u>Comments</u>	
<u>Contract Records</u>		
<u>Contract Name</u>	<u>Agreement Type</u>	
<u>Edit</u>		

FIG. 91

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

Marketing Module	View Projects
Create New Project View/Edit Project Search/Report Projects View/Edit Contacts	<div> <div>Default Search</div> <div>Custom Sort</div> <div> 1.) Sort By: <input type="text" value="Customer Company Name"/> </div> <div> 2.) Sort By: <input type="text" value="Product Name"/> </div> <div> 3.) Sort By: <input type="text" value="Customer Company Name"/> </div> <div> <input type="button" value="Submit"/> <div> <div>N/A</div> <div>Customer Company Name</div> <div>Product Name</div> <div>Remarking Partner Company Name</div> <div>Status</div> <div>Deal Priority</div> <div>Deal Value</div> <div>Deal Size</div> <div>IP Group Personnel</div> </div> </div> </div>

FIG. 92

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Edit Project</u>
<u>Create New Project</u>	Project Name <input type="text"/> Project # <input type="text"/>
<u>View/Edit Project</u>	Status <input type="text"/> Status Date <input type="text"/>
<u>Search/Report Projects</u>	Deal Value <input type="text"/> Deal Size <input type="text"/>
<u>View/Edit Contacts</u>	Include in Top Deals Report <input type="checkbox"/> Deal Priority <input type="text"/>
	Description of Project <input type="text"/>
	Follow-up Date <input type="text"/> Follow-up Actions <input type="text"/>
	Responsible Party <input type="text"/>
	Products <input type="text"/>
	Product Name <input type="text"/>

FIG. 94

FIG. 95 is a block diagram of a system for managing a group of personnel.

Products

<u>Product Name</u>	

Add Product

Remove Product

Customer

<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>

Add Customers

Remove Customers

Remarketing Partners

<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
			<input type="checkbox"/>

Add Partner

Remove Partner

IP Group Personnel

FIG. 95

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Marketing Module

Create New Project

View/Edit Project

Search/Report Projects

Standard Project Reports

- Top Deals
- Customer Report
- Remarketing Report
- Status Level Report
- BellSouth Entity Report

View/Edit Contacts

Project Search/Reports

Project Name

Project #

Status

Status Date

Deal Value

Deal Size

Include in Top Deals Report

☐

Deal Priority

Description of Project

Follow-up Date

Follow-up

Actions

Responsible Party

Products

Product Name

FIG. 97

<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<input type="text"/>	<input type="text"/>
<input type="button" value="Add IP Group Personnel"/>	<input type="button" value="Remove IP Group Personnel"/>
<u>Associated Files Attached</u>	
<u>File Name</u>	<u>Comments</u>
<input type="text"/>	<input type="text"/>
<u>Full Text File Search</u>	
<input type="text"/>	
<u>Contract Records</u>	
<u>Contract Name</u>	<u>Agreement Type</u>
<input type="text"/>	<input type="text"/>
<input type="button" value="Add Contract Record"/>	<input type="button" value="Remove Contract Record"/>
<input type="button" value="Search"/>	<input type="button" value="Cancel"/>

FIG. 99

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Project Search/Reports</u>
Create New Project	<div>Project Name <input type="text"/></div> <div>Project # <input type="text"/></div>
View/Edit Project	<div>Status <input type="text"/></div> <div>Status Date <input type="text"/></div>
Search/Report Projects	<div>Deal V <input type="text"/></div> <div>Deal Size <input type="text"/></div>
Standard Project Reports	<div>Include <input type="text"/></div> <div>Deal Priority <input type="text"/></div>
<ul style="list-style-type: none">Top DealsCustomer ReportRemarketing ReportStatus Level ReportBellSouth Entity Report	<div><input type="text"/></div> <div><input type="text"/></div>
View/Edit Contacts	<div>Responsible Party <input type="text"/></div> <div>Products <input type="text"/></div>
	<div>Product Name <input type="text"/></div> <div><input type="text"/></div>

FIG. 100

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory	Product Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts
Marketing Module	View Project Search Results	
Create New Project View/Edit Project Search/Report Projects	Project Name Data1	Customer Data2
Standard Project Reports	Product Data3	Other Search Criteria Data4
<ul style="list-style-type: none"> • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Business Unit Report 		
View/Edit Contacts		

FIG. 101

[illegible]

<u>IP</u> <u>Inventory</u>	<u>Product</u> <u>Inventory</u>
100	100
200	200
300	300
400	400
500	500
600	600
700	700
800	800
900	900
1000	1000

<u>Marketing Module</u>	<u>Top Deals Report</u>																						
<u>Create New Project</u>	<table><tr><td><u>Status</u></td><td><u>Product/Project Name</u></td><td><u>Opp.#</u></td><td><u>BellSouth BU</u></td><td><u>Patent Status</u></td><td><u>Company Name</u></td><td><u>Lead</u></td><td><u>Support</u></td><td><u>Est. Value</u></td><td><u>Deal Size</u></td><td><u>Priority</u></td></tr><tr><td><u>Data1</u></td><td><u>Data2</u></td><td><u>Data3</u></td><td><u>Data4</u></td><td><u>Data5</u></td><td><u>Data6</u></td><td><u>Data7</u></td><td><u>Data8</u></td><td><u>Data9</u></td><td><u>Data10</u></td><td><u>Data11</u></td></tr></table>	<u>Status</u>	<u>Product/Project Name</u>	<u>Opp.#</u>	<u>BellSouth BU</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>Lead</u>	<u>Support</u>	<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>	<u>Data1</u>	<u>Data2</u>	<u>Data3</u>	<u>Data4</u>	<u>Data5</u>	<u>Data6</u>	<u>Data7</u>	<u>Data8</u>	<u>Data9</u>	<u>Data10</u>	<u>Data11</u>
<u>Status</u>	<u>Product/Project Name</u>	<u>Opp.#</u>	<u>BellSouth BU</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>Lead</u>	<u>Support</u>	<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>													
<u>Data1</u>	<u>Data2</u>	<u>Data3</u>	<u>Data4</u>	<u>Data5</u>	<u>Data6</u>	<u>Data7</u>	<u>Data8</u>	<u>Data9</u>	<u>Data10</u>	<u>Data11</u>													
<u>View/Edit Project</u>																							
<u>Search/Report Projects</u>																							
<u>Standard Project Reports</u>																							
<ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit</u>																							
<u>View/Edit Contacts</u>																							

FIG. 102

if it is the only one in the world, it is the only one in the world.

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u> <u>Create New Project</u> <u>View/Edit Project</u> <u>Search/Report Project</u> Standard Project Reports <ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit</u> <u>View/Edit Contacts</u>	<u>Customer Report</u> Customer Name <input type="text" value="Customer Name"/> <div><input type="button" value="Submit"/> <input type="button" value="Cancel"/></div>
--	--

FIG. 103

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

TP Inventory **Product Inventory** **Marketing** **Contracts/Agreements** **Searching/Reporting** **Contacts**

<u>Marketing Module</u>	<u>Customer Report</u>												
<u>Create New Project</u>	<table><tr><td><u>Customer Name</u></td><td><u>Product Name</u></td><td><u>Status</u></td><td><u>Value</u></td><td><u>BellSouth Business Unit</u></td><td><u>Opp. #</u></td></tr><tr><td>Data1</td><td>Data2</td><td>Data3</td><td>Data4</td><td>Data5</td><td>Data6</td></tr></table>	<u>Customer Name</u>	<u>Product Name</u>	<u>Status</u>	<u>Value</u>	<u>BellSouth Business Unit</u>	<u>Opp. #</u>	Data1	Data2	Data3	Data4	Data5	Data6
<u>Customer Name</u>	<u>Product Name</u>	<u>Status</u>	<u>Value</u>	<u>BellSouth Business Unit</u>	<u>Opp. #</u>								
Data1	Data2	Data3	Data4	Data5	Data6								
<u>View/Edit Project</u>													
<u>Search/Report Projects</u>													
Standard Project Reports													
<ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit</u>													
<u>View/Edit Contacts</u>													

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<u>IP</u> <u>Inventory</u>	<u>Product</u> <u>Inventory</u>
100	100
200	200
300	300
400	400
500	500
600	600
700	700
800	800
900	900
1000	1000

Marketing Contracts/Agreements Searching/Reporting Contacts

Marketing Module

Create New Project

View/Edit Project

Search/Report Projects

Standard Project Reports

- Top Deals
- Customer
Report
- Remarketing
Report
- Status Level
Report
- BellSouth
Business
Unit

[View/Edit Contacts](#)

Remarketing Partner Report

Remarketing Company Name

Company Name

Submit

Cancel

FIG. 104

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<div> <div> <div>IP</div> <div>Product</div> </div> <div>Inventory</div> <div>Inventory</div> </div>		<div>Marketing Contracts/Agreements Searching/Reporting Contacts</div>
<div>Marketing Module</div>	<div> <div> <div>Create New Project</div> <div>View/Edit Project</div> <div>Search/Report Projects</div> </div> <div>Standard Project Reports</div> <div> <ul style="list-style-type: none"> Top Deals Customer Report Remarketing Report Status Level Report BellSouth Business Unit </div> </div>	<div> <div>Remarketing Partner Report</div> <div> <div> <div> <div>Remarketing Partner</div> <div>Data1</div> </div> <div> <div>Product Name</div> <div>Data2</div> </div> <div> <div>Status</div> <div>Data3</div> </div> <div> <div>Value</div> <div>Data4</div> </div> <div> <div>BellSouth Business Unit</div> <div>Data5</div> </div> <div> <div>Opp.#</div> <div>Data6</div> </div> </div> </div> </div>
<div>View/Edit Contacts</div>		

FIG. 105

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Inventory

Marketing Contracts/Agreements

Searching/Reporting

Contacts

Marketing Module

Create New Project

View/Edit Project

Search/Report Projects

Standard Project Reports

• Top Deals

• Customer Report

• Remarketing Report

• Status Level Report

• BellSouth Business Unit

View/Edit Contacts

Status Level Report

Status Level N/A

Submit

Cancel

FIG. 106

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Status Level Report</u>
<u>Create New Project</u>	<div><div>Status Level</div><div>N/A</div></div>
<u>View/Edit Project</u>	<div><div>N/A</div></div>
<u>Search/Report Projects</u>	<div><div>Submit</div><div>Cancel</div><div>Conduct Initial Research Conduct market research and analysis Complete and approve PTR Develop marketing plan & package Sell product Negotiate contract Complete & approve transaction report Execute contract Set up maintenance plan Close out Project</div></div>
Standard Project Reports	
<ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit</u>	
<u>View/Edit Contacts</u>	

FIG. 107

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

<u>Marketing Module</u>	<u>BellSouth Business Unit Report</u>
<p> Create New Project View/Edit Project Search/Report Projects Standard Project Reports <ul style="list-style-type: none"> • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Business Unit View/Edit Contacts </p>	<p> BellSouth Business Unit </p> <div> <input type="button" value="Submit"/> <input type="button" value="Cancel"/> </div> <div> <div>▼</div> <div> BASC BBI BBS BPC BSC BSCC BSE BSI BSNET BST </div> </div>

FIG. 109

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

Bell South Business Unit Report

<u>Entity</u> <u>Name</u>	<u>Status</u>	<u>Product</u> <u>Name</u>	<u>Customer</u> <u>Name</u>	<u>Remarketing</u> <u>Partner</u>	<u>Deal Value</u>	<u>BellSouth</u> <u>Contacts</u>	<u>BIPMARK</u> <u>Contact</u>
Data1	Data2	Data3	Data4	Data5	Data6	Data7	Data8

Create New Project
View/Edit Project

Search/Report Projects

Standard Project Reports

- Top Deals
- Customer
Report
- Remarketing
Report
- Status Level
Report
- BellSouth
Business
Unit

[View/Edit Contacts](#)

FIG. 110

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP
Product
Inventory
Marketing Contracts/Agreements
Searching/Reporting Contacts

Contracts/Agreements

Please choose an option from the menu bar on the left.

Add
Contract/Agreement

Search
Contracts/Agreements

Contract Reports

[View/Edit Contacts](#)

FIG. 111

Intellectual Property Management System

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements Searching/Reporting Contacts](#)

[Inventory](#) [Inventory](#)

[Contracts/Agreements](#) [Add Contract/Agreement](#)

[Module](#)

[Add Contract/Agreement](#)

[Search](#) [Contracts/Agreements](#)

[Agreement Name](#) [Agreement Type](#)

[Contract Reports](#)

[Product](#)

[View/Edit Contacts](#)

[Agreement Number](#) 12323

[Project Number](#)

[Contract Summary](#)

Exclusivity	Form of Agreement
Type of Revenue	Unique T&C
Frequency of Payments	
Description	

[Termination or Renewal Terms](#)

FIG. 112

Termination or Renewal Terms

--

Confidentiality Period	Notice Date
Effective Date	
Termination/Renewal Date	Reason for Termination

BellSouth Business Unit

BellSouth Business Unit	Royalty Percentage

Add BellSouth BU	Remove BellSouth BU
------------------	---------------------

Parties to the Contract

Company Name	Type	Contact

Add Party	Remove Party
-----------	--------------

FIG. 113

IP Covered by License

Add Party

Remove Party

IP Covered by License

IP Type

Name

Ref #

Add Associated IP

Remove Associated IP

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

Comments

FIG. 114

FIG. 115 is a schematic diagram of a user interface for a file management system. The interface includes a "File to Attach" section with a "Browse..." button and a "Remove File" button. Below this is a table with two columns: "File Name" and "Comments". The "File Name" column contains a list of files, and the "Comments" column contains a list of comments. At the bottom of the interface are "Submit" and "Cancel" buttons.

Comments

File to Attach

Browse...

Remove File

<u>File Name</u>	<u>Comments</u>

Submit

Cancel

FIG. 115

0 1 2 3 4 5 6 7 8 9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z [\] ^ _ ` a b c d e f g h i j k l m n o p q r s t u v w x y z { | } ~

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contracts/Agreements Module</u>	<u>Add Contract/Agreement</u>
<u>Add Contract/Agreement</u>	Agreement Name <input type="text"/>
<u>Search Contracts/Agreements</u>	Agreement Number 12323
<u>Contract Reports</u>	Project Number <input type="text"/>
<u>View/Edit Contacts</u>	<div>Agreement Type <input type="text"/><ul style="list-style-type: none">Administrative Services AgreementMaster Licensing AgreementSublicensing AgreementServices AgreementSublease AgreementConsulting AgreementsRecruiter AgreementRemarketing Agreements</div>
	Form of Agreement <input type="text"/>
	Unique T&C <input type="text"/>
	Type of Revenue <input type="text"/>
	Frequency of Payments <input type="text"/>
	Description <input type="text"/>

FIG. 116

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

<u>Contracts/Agreements Module</u>	<u>Add Contract/Agreement</u>
Add Contract/Agreement	Agreement Name <input type="text"/>
Search Contracts/Agreements	Agreement Type <input type="text"/>
Contract Reports	Product <input type="text"/>
View/Edit Contacts	Agreement Number 12323
	Project Number <input type="text"/>
<u>Contract Summary</u>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payments <input type="text"/>	Distribution License
	Straight Use License
	Strategic Agreement
Description <input type="text"/>	

FIG. 117

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

<u>Contracts/Agreements Module</u>	<u>Add Contract/Agreement</u>
Add Contract/Agreement	Agreement Name <input type="text"/>
Search Contracts/Agreements	Agreement Type <input type="text"/>
Contract Reports	Product <input type="text"/>
View/Edit Contacts	Agreement Number 12323
	Project Number <input type="text"/>
<u>Contract Summary</u>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payment <input type="text"/>	Cash <input type="text"/>
	Savings <input type="text"/>
	Cash & Savings <input type="text"/>
Description <input type="text"/>	

FIG. 118

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contracts/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

View/Edit Contacts

Add Contract/Agreement

Agreement Name Agreement Number 12323

Agreement Type Project Number

Product

Contract Summary

Exclusivity

Form of Agreement

Type of Revenue

Unique T&C

Frequency of Payments

One-time Development/Maintenance Savings
One Time Up-Front License Fee
One Time Up-Front License Fee w/ Future Royalties Due
Monthly Report/Royalty Payment
Quarterly Report/Royalty Payment
Annual Report/Royalty Payment

FIG. 119

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

*Contracts/Agreements
Module*

Add Action

Action Type	<input type="text" value="Termination Notice"/>	Expected Due Date	<input type="text"/>
Expected Amount	<input type="text"/>	Start of Period	<input type="text"/>
Expected Action	<input type="text"/>	End of Period	<input type="text"/>
Internal Contact	<input type="text"/>	External Contact	<input type="text"/>

Recurring Actions

Date	<input type="text"/>	Repeat	<input type="text"/>
------	----------------------	--------	----------------------

Comments:

<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>
---------------------------------------	---------------------------------------

FIG. 120

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

*Contracts/Agreements
Module*

Add Action

Action Type	Termination Notice ▾	Expected Due Date	
Expected An	Termination Notice	Start of Period	
Expected Ac	Extension Notice	End of Period	
Internal Cont	Report REQ'T	External Contact	
	Payment REQ'T		
	Savings Due		
	Other		

Recurring Actions

Date		Repeat
------	--	--------

Comments:

--

Submit	Cancel
--------	--------

FIG. 120A

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting Contracts](#)
[Inventory](#) [Inventory](#)

Contracts/Agreements Module	Search Contracts/Agreements
Add Contract/Agreement	Agreement Name <input type="text"/>
Search Contracts/Agreements	Agreement Number <input type="text"/>
Contract Reports	Agreement Type <input type="text"/>
View/Edit Contacts	Project Number <input type="text"/>
	Product <input type="text"/>
Contract Summary	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payments <input type="text"/>	
Description <input type="text"/>	

FIG. 121

FIG. 122 is a schematic diagram of a system for managing business units. The system includes a database 100, a user interface 110, and a processing unit 120. The database 100 stores information about business units, including their names, addresses, and contact information. The user interface 110 allows a user to interact with the system, such as by adding or removing business units. The processing unit 120 manages the data in the database and performs operations based on user input.

Description

Termination or Renewal Terms

Confidentiality Period	Notice Date
Effective Date	
Termination/Renewal Date	Reason for Termination

BellSouth Business Units

BellSouth Business Unit	Royalty Percentage

Add BellSouth BU Remove BellSouth BU

Parties to the Contract

Company Name	Type	Contact

Add Party Remove Party

FIG. 122

Add Party

Remove Party

IP Covered by License

IP Type	Name	Ref #
<input type="text"/>	<input type="text"/>	<input type="text"/>

Add IP

Remove IP

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Add Action

Remove Action

Comments

Full Text File Search

Submit

Cancel

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting Contacts](#)

[Inventory](#) [Inventory](#)

[Contracts/Agreements](#)

[Module](#)

[Add Contract/Agreement](#)

[Search](#)

[Contracts/Agreements](#)

[Contract Reports](#)

[View/Edit Contacts](#)

[Agreement Name 12323](#)

Agreement Name	Agreement Number 12323
Agreement Type Contract	Project Number 1234
Product Product	
Exclusivity Exclusive	Form of Agreement Straight Use License
Type of Revenue Cash	Unique T&C Text
Frequency of Payments Annual Report/Royalty Payment	
Description A nice piece of IP	

[Termination or Renewal Terms](#)

[Confidentiality Period 2/14/2000](#) [Notice Date 2/14/2000](#)

FIG. 125

Confidentiality Period 2/14/2000	Notice Date 2/14/2000
Effective Date 2/14/2000	
Termination/Renewal Date 2/14/2000	Reason for Termination None

BellSouth Business Unit

<u>BellSouth Business Unit</u>	<u>Royalty Percentage</u>
Cellular	100

Parties to the Contract

<u>Company Name</u>	<u>Type</u>	<u>Contact</u>
<u>Party</u>	<u>Remarking</u>	<u>Carter Pate</u>


IP Covered by License

<u>IP Type</u>	<u>Name</u>	<u>Ref #</u>
Patent	Cell Phone	1234

Actions/Payments Due

FIG. 126

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments
									

Comments



File Name

Comments

Edit

FIG. 127

FIG. 128 is a block diagram of the system.

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contracts/Agreements Module</u>	<u>Edit Contract/Agreement</u>
<u>Add Contract/Agreement</u>	Agreement Name <input type="text"/> Agreement Number 12323
<u>Search Contracts/Agreements</u>	Agreement Type <input type="text"/> Project Number <input type="text"/>
<u>Contract Reports</u>	Product <input type="text"/>
<u>View/Edit Contacts</u>	
<u>Contract Summary</u>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payments <input type="text"/>	
Description <input type="text"/>	
<u>Termination or Renewal Terms</u>	

FIG. 128

Termination or Renewal Terms

--

Confidentiality Period		Notice Date	
Effective Date			
Termination/Renewal Date		Reason for Termination	

BellSouth Business Units

BellSouth Business Unit	Royalty Percentage

Add BellSouth BU	Remove BellSouth BU
------------------	---------------------

Parties to the Contract

Company Name	Type	Contact

Add Party	Remove Party
-----------	--------------

IP Covered by License

IP Covered by License

IP Type	Name	Ref #
---------	------	-------

Add Associated IP Remove Associated IP

Action/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Responsible Party	External Responsible Party	Comments

Add Action Item Remove Action Item Add Internal Party Add External Party

Comments

FIG. 130

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Contracts Reports</u>
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>	<p>Please select a report from the left menu bar.</p>

FIG. 132

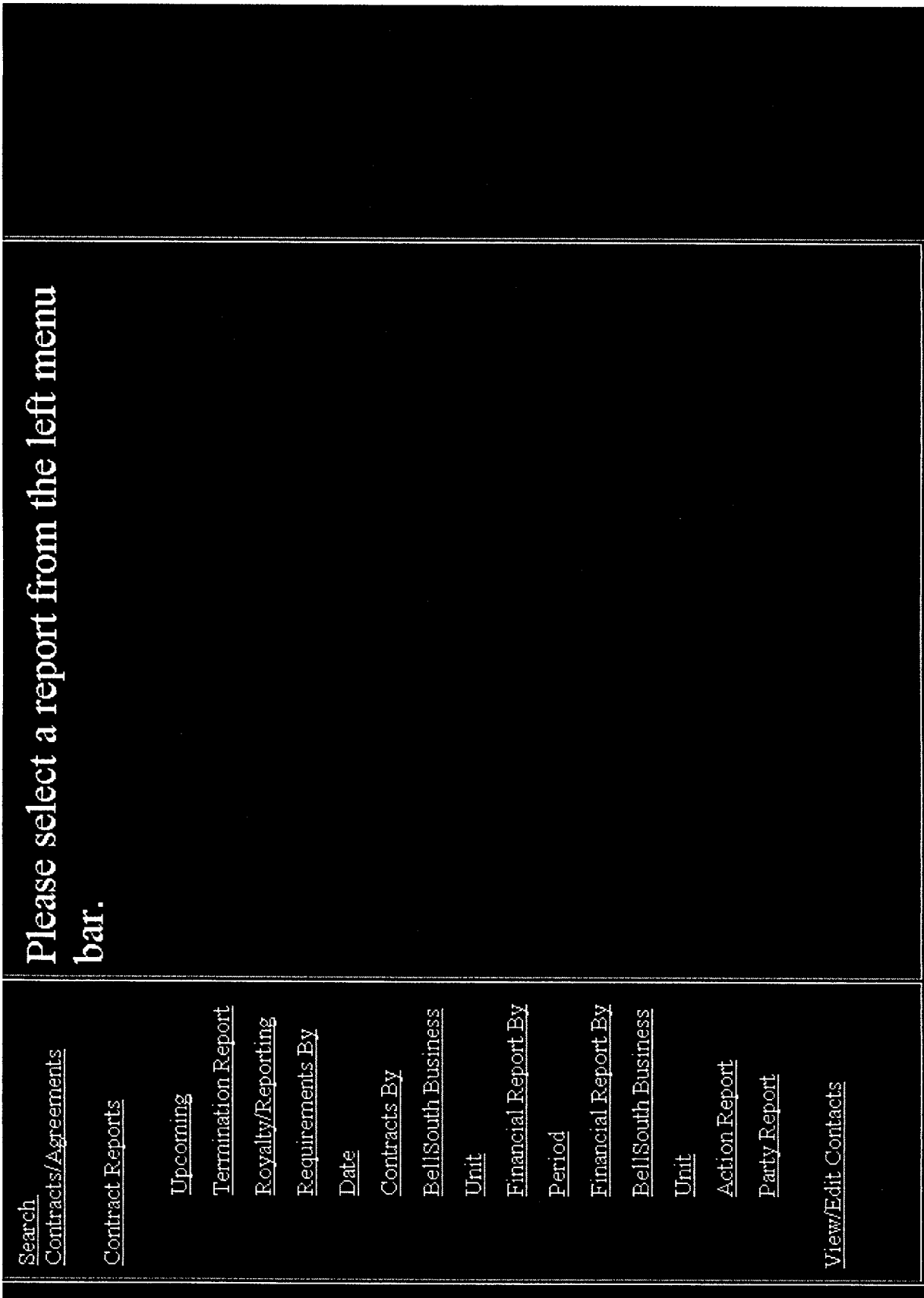


FIG. 133

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreements Module</u>	<u>Upcoming Termination Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<u>Agreement Type</u> <input type="text"/> <u>Period Covered By Report:</u> <u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/> OR <u>Time Period</u> <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 134

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contract/Agreements
Module

Add Contract/Agreement

Search

Contracts/Agreements

Contract Reports

Upcoming

Termination

Report

Royalty/Reporting

Requirements By

Date

Contracts By

BellSouth

Business Unit

Financial Report

By Period

Upcoming Termination Report

Agreement Type

Contract
Internal Use
Marketing (External)
IPCO/Affiliates
All

Search

Cancel

port:

End Date

FIG. 135

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts
Inventory Inventory

<u>Contract/Agreements</u> <u>Module</u>	<u>Upcoming Termination Report</u>
<u>Add Contract/Agreement</u>	<u>Agreement Type</u> <input type="text"/>
<u>Search</u> <u>Contracts/Agreements</u>	<u>Period Covered By Report:</u>
<u>Contract Reports</u>	<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>
<u>Upcoming</u> <u>Termination</u> <u>Report</u>	OR
<u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u>	<u>Time Period</u> <input type="text"/>
<u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/> <div><u>Next 30 Days</u> <u>Next 60 Days</u> <u>Next Year</u></div>

FIG. 136

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Upcoming Termination Report</u>
<u>Add Contract/Agreement</u>	<u>Effective</u> <u>Notice</u> <u>Termination</u> <u>Contract</u> <u>Contract #</u> <u>Customer</u> <u>Date</u> <u>Date</u> <u>Date</u> <u>Name</u> <u>Data5</u> <u>Data6</u> Data1 Data2 Data3 Data4
<u>Search</u>	
<u>Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming</u>	
<u>Termination Report</u>	
<u>Royalty/Reporting</u>	
<u>Requirements By</u>	
<u>Date</u>	
<u>Contracts By</u>	
<u>BellSouth Business</u>	
<u>Unit</u>	
<u>Financial Report By</u>	
<u>Period</u>	

FIG. 137

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreements</u> <u>Module</u>	<u>Royalty/Reporting Requirements By Date Report</u>
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<div>Agreement Type <input type="text"/></div> <div>Period Covered By Report: Start Date <input type="text"/> End Date <input type="text"/> OR Time Period <input type="text"/></div> <div><input type="button" value="Search"/> <input type="button" value="Cancel"/></div>

FIG. 138

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreement Module</u>	<u>Royalty/Reporting Requirements By Date Report</u>
<u>Add Contract/Agreement</u>	
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	
<u>Royalty/Reporting Requirements By Date</u>	
<u>Contracts By</u>	
<u>BellSouth Business</u>	
<u>Unit</u>	
<u>Financial Report By</u>	
<u>Period</u>	
<u>Financial Report By</u>	
<u>BellSouth Business</u>	
<u>Unit</u>	

FIG. 139

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts
Inventory Inventory

<u>Contract/Agreements</u> <u>Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	
<u>Search Contracts/Agreements</u>	<u>Agreement Type</u> <input type="text"/> <input type="button" value="▼"/> <u>BellSouth Business Unit</u> <input type="text"/> <input type="button" value="▼"/>
<u>Contract Reports</u>	<u>Period Covered By Report:</u>
<u>Upcoming Termination</u> <u>Report</u>	<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>
<u>Royalty/Reporting</u> <u>Requirements By Date</u>	OR
<u>Contracts By BellSouth</u> <u>Business Unit</u>	<u>Time Period</u> <input type="text"/> <input type="button" value="▼"/>
<u>Financial Report By</u> <u>Period</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/>
<u>Financial Report By</u> <u>BellSouth Business</u> <u>Unit</u>	
<u>Action Report</u>	

FIG. 140

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Contracts By BellSouth Business Unit</u>												
<u>Add Contract/Agreement</u>	<p>Period Covered By Report: Date Report Run:</p> <table><tr><th><u>BellSouth Business Unit</u></th><th><u>Agreement Name</u></th><th><u>Product</u></th><th><u>Parties</u></th><th><u>Effective Date</u></th><th><u>Termination Date</u></th></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>BellSouth Business Unit</u>	<u>Agreement Name</u>	<u>Product</u>	<u>Parties</u>	<u>Effective Date</u>	<u>Termination Date</u>	Data	Data	Data	Data	Data	Data
<u>BellSouth Business Unit</u>		<u>Agreement Name</u>	<u>Product</u>	<u>Parties</u>	<u>Effective Date</u>	<u>Termination Date</u>							
Data		Data	Data	Data	Data	Data							
<u>Search Contracts/Agreements</u>													
<u>Contract Reports</u>													
<u>Upcoming Termination Report</u>													
<u>Royalty/Reporting Requirements By Date</u>													
<u>Contracts By BellSouth Business Unit</u>													
<u>Financial Report By Period</u>													
<u>Financial Report By BellSouth Business Unit</u>													
<u>Action Report</u>													

FIG. 141

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements</u> <u>Module</u>	<u>Financial Report By Period</u>
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<div>Agreement Type <input type="text"/></div> <div>Period Covered By Report: Start Date <input type="text"/> End Date <input type="text"/> OR Time Period <input type="text"/></div> <div><input type="button" value="Search"/> <input type="button" value="Cancel"/></div>

FIG. 142

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By Period</u>												
<u>Add Contract/Agreement</u>	<u>Period Covered By Report:</u> <u>Date Report Run:</u>												
<u>Search Contracts/Agreements</u>													
<u>Contract Reports</u>	<table><tr><td><u>Contract</u></td><td><u>BellSouth</u></td><td><u>Amount</u></td><td><u>External</u></td></tr><tr><td><u>Name</u></td><td><u>Business</u></td><td><u>Due</u></td><td><u>Contact</u></td></tr><tr><td><u>Data</u></td><td><u>Unit</u></td><td><u>Data</u></td><td><u>Data</u></td></tr></table>	<u>Contract</u>	<u>BellSouth</u>	<u>Amount</u>	<u>External</u>	<u>Name</u>	<u>Business</u>	<u>Due</u>	<u>Contact</u>	<u>Data</u>	<u>Unit</u>	<u>Data</u>	<u>Data</u>
<u>Contract</u>	<u>BellSouth</u>	<u>Amount</u>	<u>External</u>										
<u>Name</u>	<u>Business</u>	<u>Due</u>	<u>Contact</u>										
<u>Data</u>	<u>Unit</u>	<u>Data</u>	<u>Data</u>										
<u>Upcoming Termination</u>													
<u>Report</u>													
<u>Royalty/Reporting</u>													
<u>Requirements By Date</u>													
<u>Contracts By BellSouth</u>													
<u>Business Unit</u>													
<u>Financial Report By</u>													
<u>Period</u>													
<u>Financial Report By</u>													
<u>BellSouth Business</u>													
<u>Unit</u>													
<u>Action Report</u>													

FIG. 143

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Financial Report By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	
<u>Search Contracts/Agreements</u>	<u>Agreement Type</u> <input type="text" value="BellSouth BU"/>
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	<u>Period Covered By Report:</u>
<u>Royalty/Reporting Requirements By Date</u>	<u>Start Date</u> <input type="text" value=""/> <u>End Date</u> <input type="text" value=""/>
<u>Contracts By BellSouth Business Unit</u>	OR
<u>Financial Report By Period</u>	<u>Time Period</u> <input type="text" value=""/>
<u>Financial Report By BellSouth Business Unit</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/>
<u>Action Report</u>	
<u>Party Report</u>	

FIG. 144

Patented by BellSouth Corporation

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	<p>Period Covered By Report: Date Report Run:</p>
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination</u>	
<u>Report</u>	
<u>Royalty/Reporting</u>	
<u>Requirements By Date</u>	
<u>Contracts By BellSouth</u>	
<u>Business Unit</u>	
<u>Financial Report By</u>	
<u>Period</u>	
<u>Financial Report By</u>	
<u>BellSouth Business</u>	
<u>Unit</u>	
<u>Action Report</u>	

FIG. 145

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u>	Agreement Type: <input type="text"/>
<u>Search Contracts/Agreements</u>	Action Type: <input type="text"/>
<u>Contract Reports</u>	<u>Period Covered By Report:</u>
<u>Upcoming Termination Report</u>	Start Date: <input type="text"/> End Date: <input type="text"/>
<u>Royalty/Reporting Requirements By Date</u>	OR
<u>Contracts By BellSouth Business Unit</u>	Time Period: <input type="text"/>
<u>Financial Report By Period</u>	<u>Sort By:</u>
<u>Financial Report By BellSouth Business</u>	Sort 1: <input type="text"/>
<u>Unit</u>	Sort 2: <input type="text"/>
<u>Action Report</u>	Sort 3: <input type="text"/>
	<input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 146

Patented by BellSouth Corporation

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u>	<u>Agreement Type</u> <input type="text"/>
<u>Search Contracts/Agreements</u>	<u>Action Type</u> <input type="text"/>
<u>Contract Reports</u>	<u>Period Covered By Report:</u>
<u>Upcoming Termination Report</u>	<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>
<u>Royalty/Reporting</u>	OR
<u>Requirements By Date</u>	<u>Time Period</u> <input type="text"/>
<u>Contracts By BellSouth</u>	<u>Sort By:</u>
<u>Business Unit</u>	<u>Sort 1:</u> <input type="text"/>
<u>Financial Report By</u>	<u>Sort 2:</u> <input type="text"/>
<u>Period</u>	<u>Sort 3:</u> <input type="text"/>
<u>Financial Report By</u>	<input type="text"/>
<u>BellSouth Business</u>	<input type="text"/>
<u>Unit</u>	<input type="text"/>
<u>Action Report</u>	<input type="text"/>
<u>Search</u>	<input type="text"/>
<u>Internal Responsible Party</u>	<input type="text"/>
<u>External Responsible Party</u>	<input type="text"/>
<u>Due Date</u>	<input type="text"/>
<u>Contract Name</u>	<input type="text"/>

FIG. 147

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<p>Period Covered By Report: Date Report Run:</p> <p> <u>Expected Agreement</u> <u>Action</u> <u>Expected</u> <u>Expected</u> <u>Internal</u> <u>External</u> <u>Due Date</u> <u>Name</u> <u>Type</u> <u>Action</u> <u>Amount</u> <u>Contact</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> </p>

FIG. 148

Patented by the U.S. Patent and Trademark Office

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<u>IP</u> <u>Inventory</u>	<u>Product</u> <u>Inventory</u>	<u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>	
<u>Contract/Agreements</u> <u>Module</u>		<u>Party Report</u>	
<u>Add Contract/Agreement</u>		<u>Agreement Type</u> <input type="text"/> <input type="button" value="Parties"/> <input type="button" value="Add Party"/>	
<u>Search</u> <u>Contracts/Agreements</u>		<u>Period Covered By Report:</u>	
<u>Contract Reports</u>		<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>	
<u>Upcoming</u>		<u>OR</u>	
<u>Termination Report</u>		<u>Time Period</u> <input type="text"/> <input type="button" value="Time"/>	
<u>Royalty/Reporting</u>		<input type="button" value="Search"/> <input type="button" value="Cancel"/>	
<u>Requirements By</u>			
<u>Date</u>			
<u>Contracts By</u>			
<u>BellSouth Business</u>			
<u>Unit</u>			
<u>Financial Report By</u>			
<u>Period</u>			

FIG. 149

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Party Report</u>																								
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>	<u>Period Covered By Report:</u> <u>Date Report Run:</u> <table><tr><td><u>Parties</u></td><td><u>Agreement</u></td><td><u>BellSouth</u></td><td><u>Amount</u></td><td><u>Date Due</u></td><td><u>External</u></td></tr><tr><td><u>Data</u></td><td><u>Name</u></td><td><u>Business</u></td><td><u>Due</u></td><td><u>Data</u></td><td><u>Contact</u></td></tr><tr><td></td><td></td><td><u>Unit</u></td><td></td><td></td><td></td></tr><tr><td></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td></tr></table>	<u>Parties</u>	<u>Agreement</u>	<u>BellSouth</u>	<u>Amount</u>	<u>Date Due</u>	<u>External</u>	<u>Data</u>	<u>Name</u>	<u>Business</u>	<u>Due</u>	<u>Data</u>	<u>Contact</u>			<u>Unit</u>					<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>
<u>Parties</u>	<u>Agreement</u>	<u>BellSouth</u>	<u>Amount</u>	<u>Date Due</u>	<u>External</u>																				
<u>Data</u>	<u>Name</u>	<u>Business</u>	<u>Due</u>	<u>Data</u>	<u>Contact</u>																				
		<u>Unit</u>																							
	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>																				

FIG. 150

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>	<u>Cross Module Searching</u>
<u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>	<u>Output Display:</u> <div>Item1 <input type="text"/></div> <div>Item2 <input type="text"/></div> <div>Item3 <input type="text"/></div> <div>Item4 <input type="text"/></div> <div>Item5 <input type="text"/></div> <u>Where:</u> <div>Criteria 1 <input type="text"/> = <input type="text"/></div> <div>Criteria 2 <input type="text"/> = <input type="text"/></div> <div>Operator <input type="text"/> and <input type="text"/></div> <div>Search <input type="button"/></div> <div>Cancel <input type="button"/></div>

FIG. 152

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>	
<u>Contract Reports</u>		<u>Output Display:</u>	
<u>Upcoming</u>		Item1	Patents
<u>Termination</u>		Item2	Trademarks
<u>Report</u>		Item3	Trade Secrets
<u>Royalty/Reporting</u>		Item4	Copyrights
<u>Requirements By</u>		Item5	.
<u>Date</u>			
<u>Contracts By</u>		<u>Where:</u>	Patents Trademarks Trade Secrets Copyrights Products Marketing Opportunities Contracts
<u>BellSouth Entity</u>			
<u>Report</u>		<u>Operator</u>	
<u>Financial Report</u>			
<u>By Period</u>			
<u>Financial Report</u>			
<u>By BellSouth</u>			
<u>Entity</u>			
		<u>Search</u>	<u>Cancel</u>

FIG. 153

Patent App#
Patent Docket #
Trade Secret Name
Trademark Application #
Trademark Docket #
Trade Secret Name
Copyright Name
BellSouth Entity
Product Name
BellSouth Business Unit

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>	<u>Cross Module Searching</u>
<u>Contract Reports</u>	<u>Output Display:</u>
<u>Upcoming</u>	Item1 Patents
<u>Termination</u>	Item2 Trademarks
<u>Report</u>	Item3 Trade Secrets
<u>Royalty/Reporting</u>	Item4 Copyrights
<u>Requirements By</u>	Item5 Products
<u>Date</u>	<u>Where:</u>
<u>Contracts By</u>	Criteria 1
<u>BellSouth Entity</u>	Criteria 2
<u>Report</u>	Operator and
<u>Financial Report</u>	
<u>By Period</u>	
<u>Financial Report</u>	
<u>By BellSouth</u>	
<u>Entity</u>	

FIG. 154

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>	
<u>Contract Reports</u>		<u>Output Display:</u>	
<u>Upcoming</u>	Item1	Patents	Trademark Application #
<u>Termination</u>	Item2	Trademarks	Trademark Docket #
<u>Report</u>	Item3	Trade Secrets	Trade Secret Name
<u>Royalty/Reporting</u>	Item4	Copyrights	Copyright Name
<u>Requirements By</u>	Item5	Products	BellSouth Entity
<u>Date</u>			Product Name
<u>Contracts By</u>			BellSouth Business Unit
<u>BellSouth Entity</u>			Contacts
<u>Report</u>			Opportunity Name
<u>Financial Report</u>			Agreement Name
<u>By Period</u>			Agreement Type
<u>Financial Report</u>			BellSouth Business Unit
<u>By BellSouth</u>			.
<u>Entity</u>			.
		Criteria 1	=
		Criteria 2	=
		Operator and	.
		Search	Cancel

FIG. 155

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<div>IP Inventory</div> <div>Product Inventory</div> <div>Marketing Contracts/Agreements Searching/Reporting Contacts</div>	
<div>Reporting Module</div>	<div>Cross Module Searching</div>
Contract Reports	<div>Marketing</div>
	<div>Name</div>
	<div>Data</div>
	<div>Customer</div>
Upcoming Termination Report	<div>Contracts</div>
	<div>Name</div>
	<div>Data</div>
	<div>Parties</div>
Royalty/Reporting Requirements By Date	<div>Contracts By BellSouth</div>
	<div>Entity Report</div>
	<div>Financial Report By</div>
	<div>Period</div>
Financial Report By BellSouth Entity	<div>Financial Report By</div>
	<div>Action Report</div>
	<div>Party Report</div>
	<div>Standard Project Reports</div>
Top Deals	<div>Top Deals</div>

FIG. 156

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP
Inventory
Product
Inventory
Marketing Contracts/Agreements Searching/Reporting Contacts

View/Edit Contact

[View/Edit](#)
[Contacts](#)

Search for Contact

Add Contact

FIG. 157

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

Create Contacts	Search for Contacts						
View/Edit Contacts	<div>Company Name <input type="text"/></div> <div>BellSouth Sub-entity <input type="text"/></div> <div>Type <input type="text" value="N/A"/></div> <div>Events</div> <div><table><tr><td>Date</td><td>Comments</td><td>Attached Files</td></tr><tr><td><input type="text"/></td><td><input type="text"/></td><td><input type="text"/></td></tr></table></div> <div><div>Add Event</div><div>Remove Event</div></div> <div>Contacts</div>	Date	Comments	Attached Files	<input type="text"/>	<input type="text"/>	<input type="text"/>
Date	Comments	Attached Files					
<input type="text"/>	<input type="text"/>	<input type="text"/>					

FIG. 158

<u>Contacts</u>			
<u>Name</u>	<u>Title</u>	<u>Country</u>	
<u>Address1</u>	<u>Address2</u>	<u>City</u>	
<u>State</u>	<u>Zip</u>	<u>Phone</u>	
<u>Individual Contact Events</u>			
<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>	
Add Event		Remove Event	
Search	Cancel		

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Create Contacts</u> <u>View/Edit</u> <u>Contacts</u>	<u>Search for Contacts</u> <table><tr><td><u>Company Name</u> Data</td><td><u>BellSouth Sub-entity</u> Data <u>Name</u> Data</td><td><u>Type</u> Data <u>Title</u> Data</td><td><u>Phone</u> Data</td></tr></table>	<u>Company Name</u> Data	<u>BellSouth Sub-entity</u> Data <u>Name</u> Data	<u>Type</u> Data <u>Title</u> Data	<u>Phone</u> Data
<u>Company Name</u> Data	<u>BellSouth Sub-entity</u> Data <u>Name</u> Data	<u>Type</u> Data <u>Title</u> Data	<u>Phone</u> Data		

FIG. 160

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Create Contacts</u> <u>View/Edit</u> <u>Contacts</u>	<u>View/Edit Individual Contact</u>									
	<u>Name</u>	<u>Carter Pate</u>	<u>Title</u>	<u>Associate</u>						
	<u>Address1</u>	<u>123 Smith Ave.</u>	<u>Address2</u>	<u>City New York</u>						
	<u>State</u>	<u>NJ</u>	<u>Zip</u>	<u>07000</u>						
<u>Country</u> <u>USA</u>										
<u>Phone</u> <u>201-596-8000</u>										
<u>Individual Contact Events</u>										
<table border="1"><thead><tr><th><u>Date</u></th><th><u>Comments</u></th><th><u>Attached Files</u></th></tr></thead><tbody><tr><td><u>2/20/2000</u></td><td><u>Meeting with Tom</u></td><td><u>presentation.doc</u></td></tr></tbody></table>					<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>	<u>2/20/2000</u>	<u>Meeting with Tom</u>	<u>presentation.doc</u>
<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>								
<u>2/20/2000</u>	<u>Meeting with Tom</u>	<u>presentation.doc</u>								
<u>Edit</u>										

FIG. 161

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Add/Edit Individual Contact

Create Contacts

View/Edit
Contacts

Name Title Country
Address1 Address2 City
State Zip Phone

Individual Contact Events

<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Add Event

Remove Event

Submit

Cancel

FIG. 162

if it is possible and not too late, I would like to see if it
can be done and not too late, I would like to see if it

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

	<u>View Contact</u>						
<u>Create Contacts</u>	Company Name Company Name						
<u>View/Edit</u> <u>Contacts</u>	BellSouth Sub-entity Entity						
	Type IP Group						
	<u>Events</u>						
	<table><tr><td><u>Date</u></td><td><u>Comments</u></td><td><u>Attached Files</u></td></tr><tr><td></td><td></td><td></td></tr></table>	<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>			
<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>					
	<u>Contacts</u>						
	Name <u>Title</u> <u>Address1</u> <u>Address2</u> <u>City</u> <u>State</u> <u>Country</u> <u>Zip</u> <u>Phone</u> <u>Comments</u>						
	<table><tr><td><u>Edit</u></td></tr></table>	<u>Edit</u>					
<u>Edit</u>							

FIG. 163

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing Contracts/Agreements](#) [Searching/Reporting Contacts](#)

Add/Edit Contact							
Create Contacts	<div>Company Name <input type="text"/></div> <div>BellSouth Sub-entity <input type="text"/></div> <div>Type <input type="text" value="IP Group"/></div> <div>Events</div>						
View/Edit Contacts	<table><tr><td>Date</td><td>Comments</td><td>Attached Files</td></tr><tr><td><input type="text"/></td><td><input type="text"/></td><td><input type="text"/></td></tr></table> <div><input type="button" value="Add Event"/> <input type="button" value="Remove Event"/></div>	Date	Comments	Attached Files	<input type="text"/>	<input type="text"/>	<input type="text"/>
Date	Comments	Attached Files					
<input type="text"/>	<input type="text"/>	<input type="text"/>					
	Contacts						

FIG. 164

FIG. 165

<u>Contacts</u>						
<u>Name</u>	<u>Title</u>	<u>Address1</u>	<u>Address2</u>	<u>City</u>	<u>State</u>	<u>Country</u>
<u>Zip</u>	<u>Phone</u>	<u>Comments</u>				
<div><div>Add Contact</div><div>Remove Contact</div></div>						
<div><div>Submit</div><div>Cancel</div></div>						

Document #: 1033792 v.6

FIG. 165

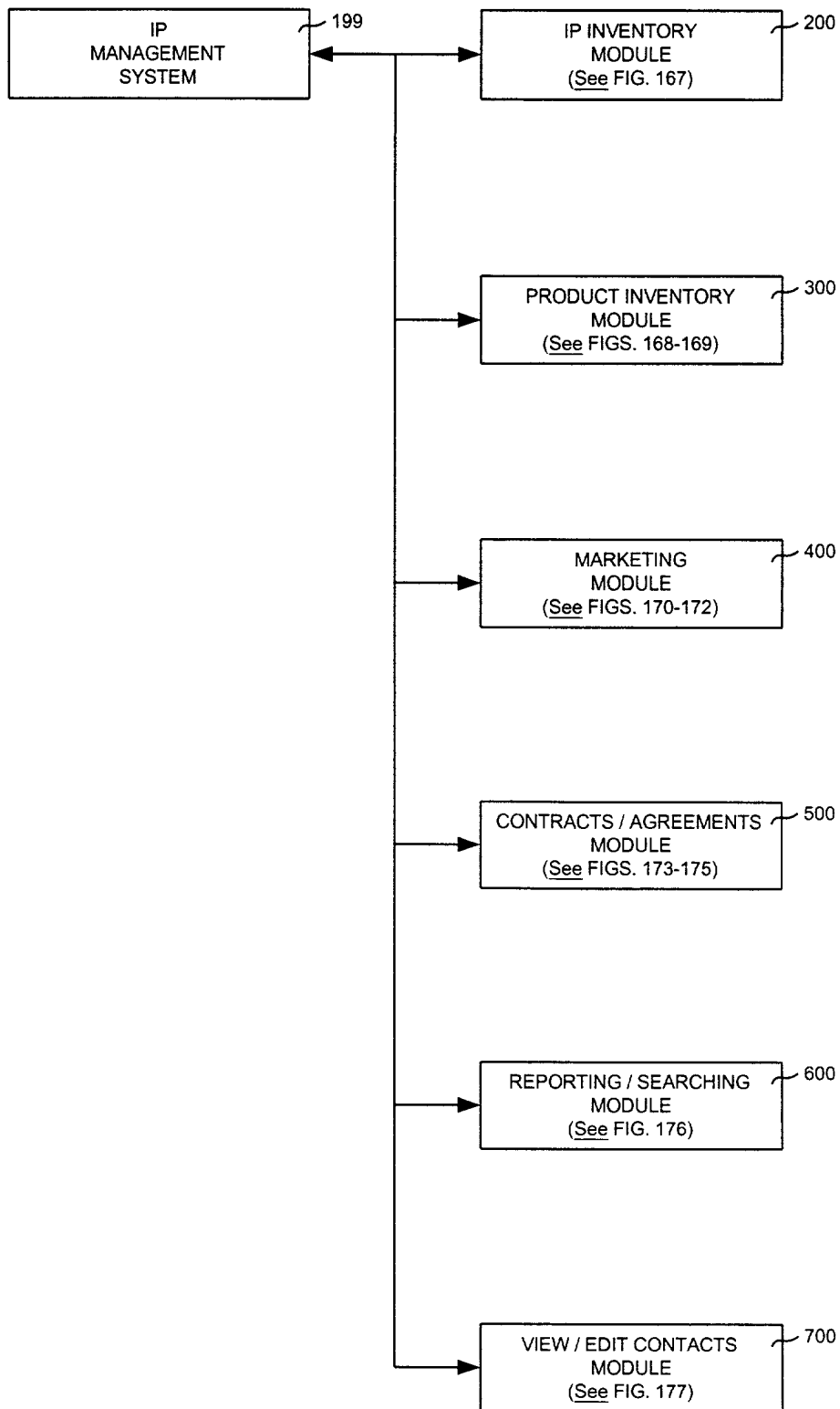


FIG. 166

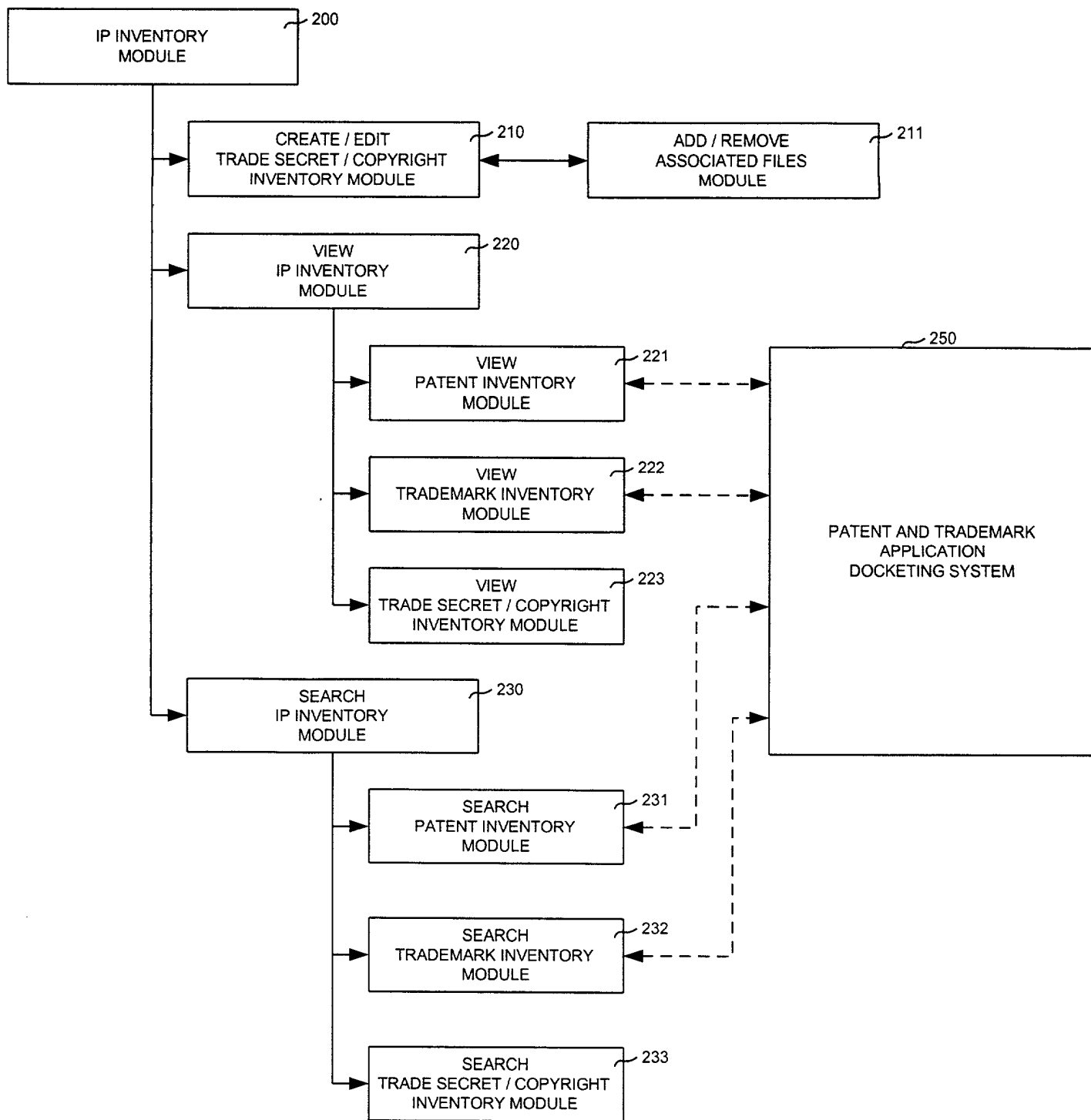


FIG. 167

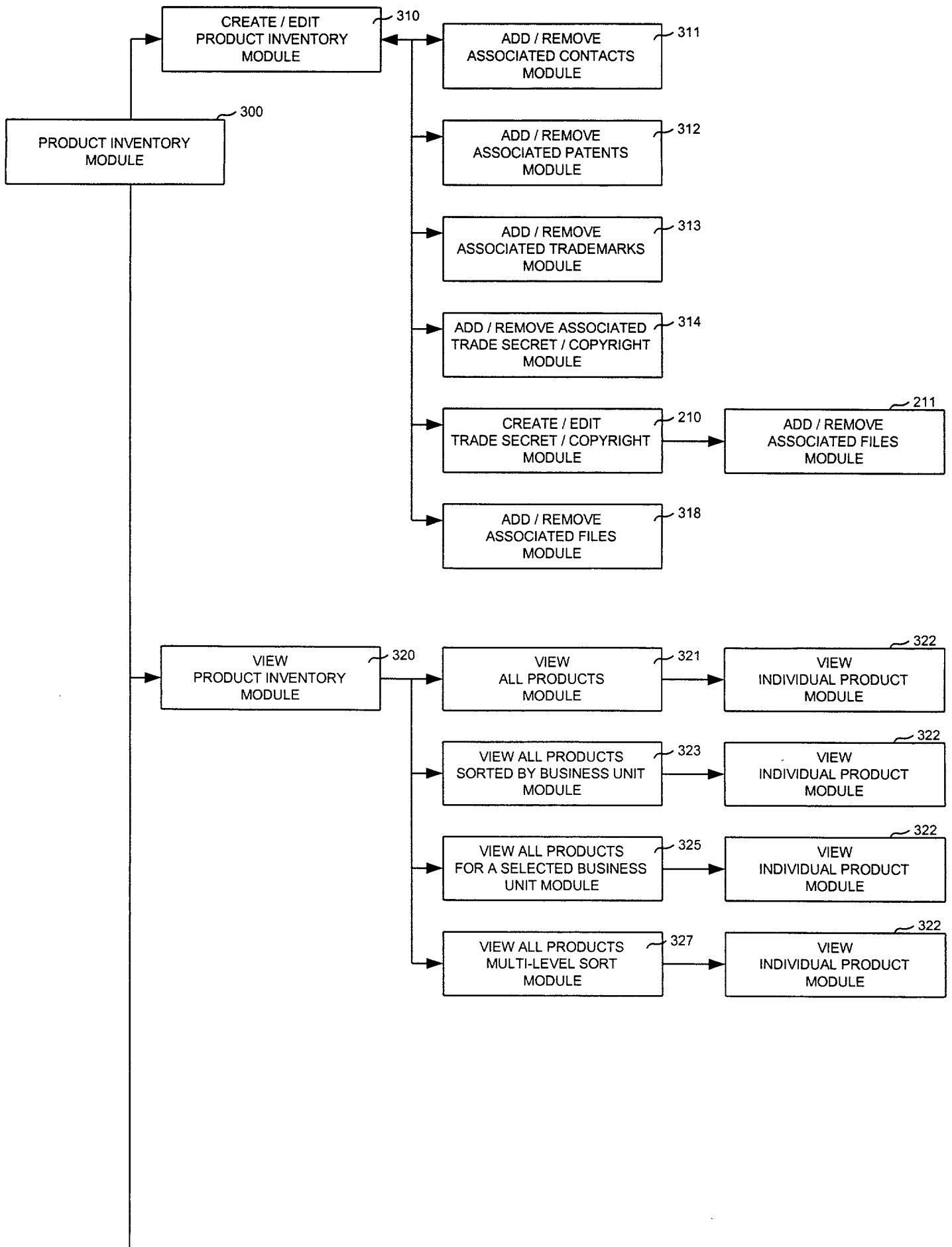


FIG. 168 □ 168A

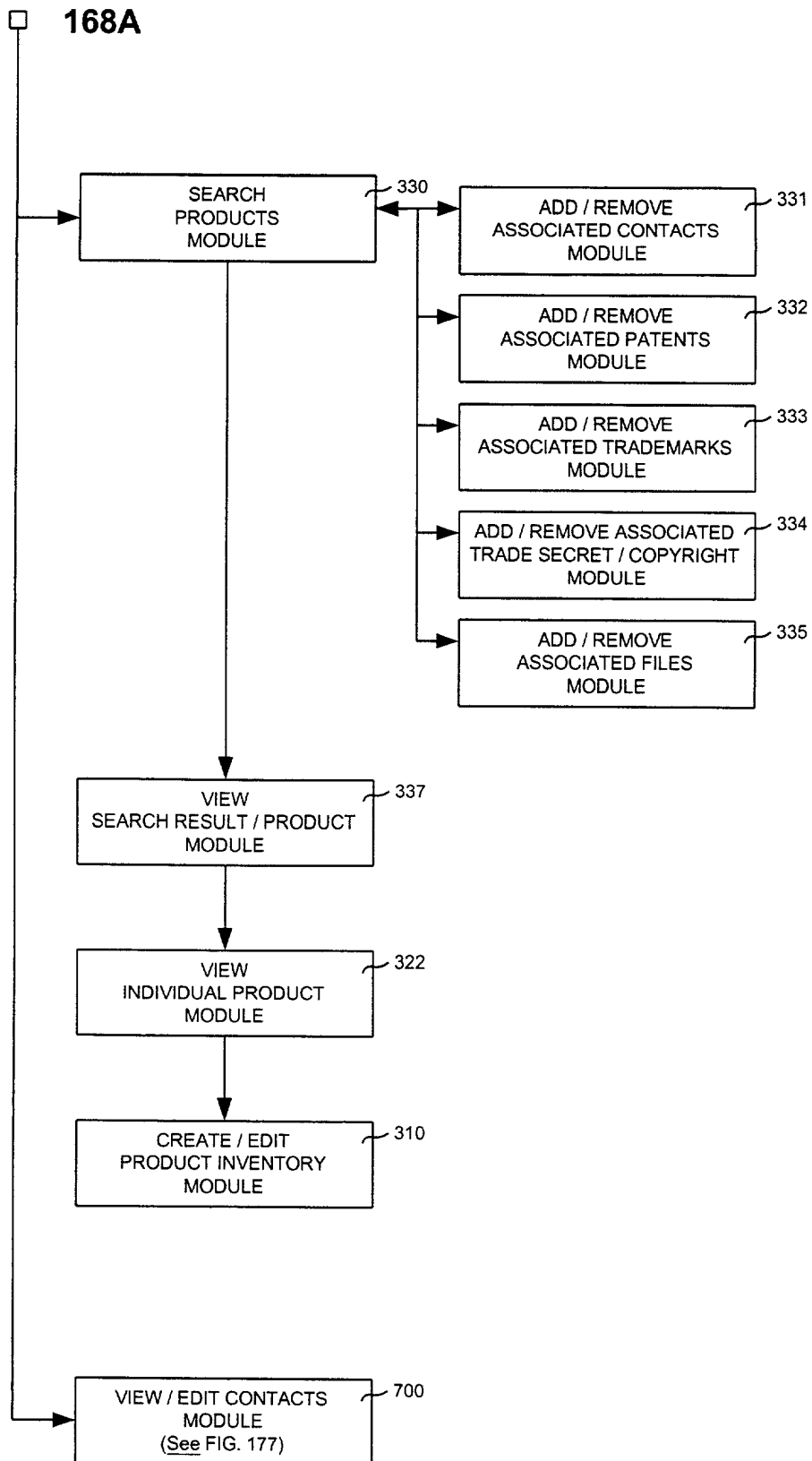


FIG. 169

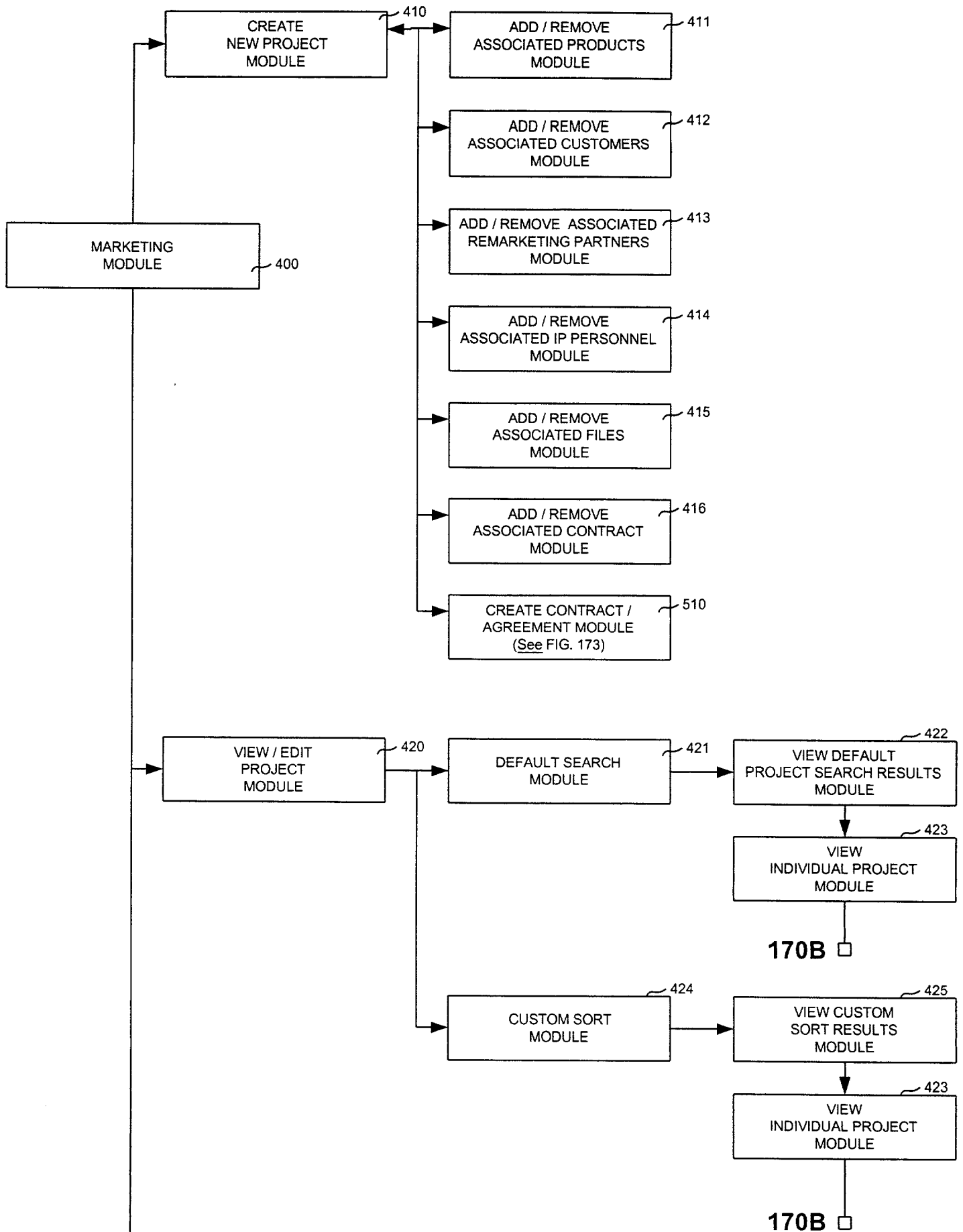


FIG. 170 170A

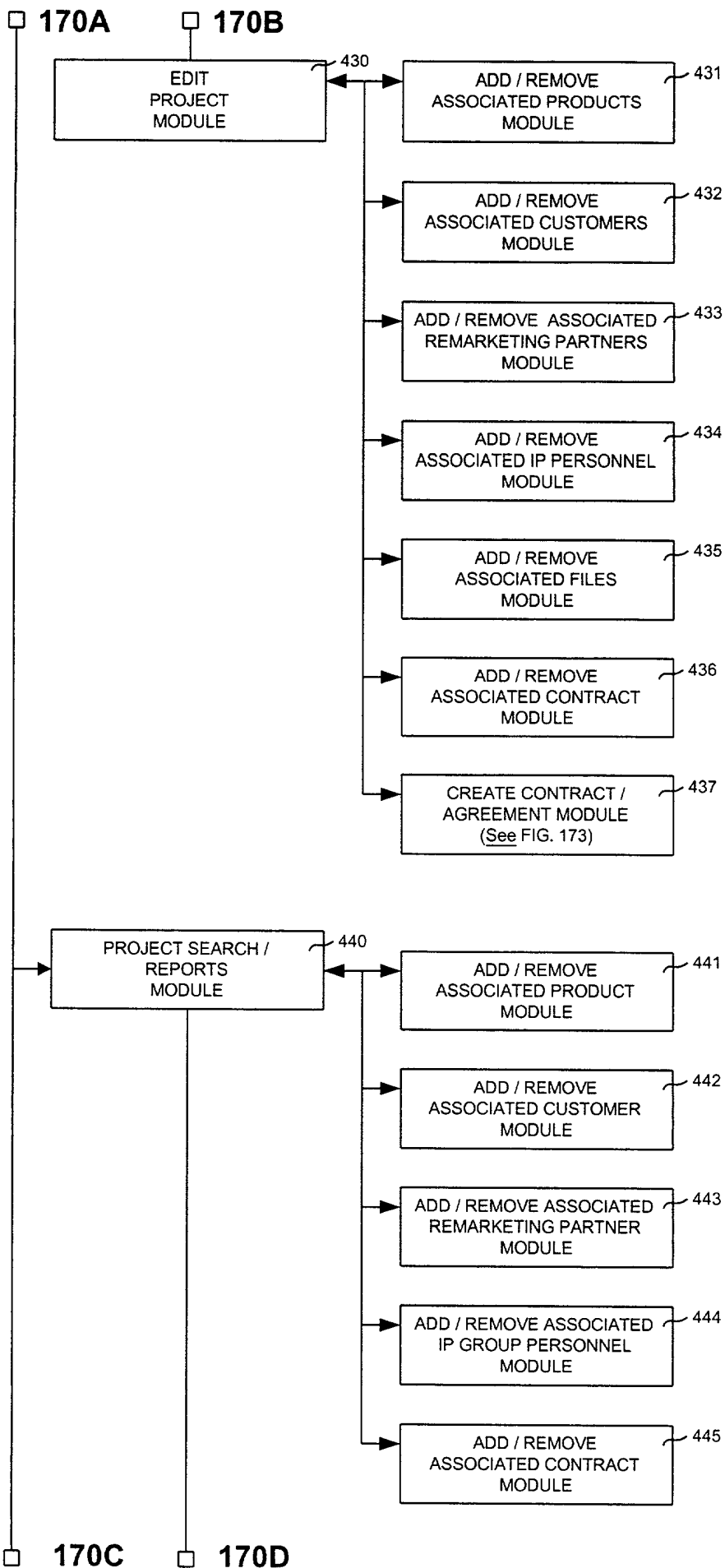


FIG. 171

170C

170D

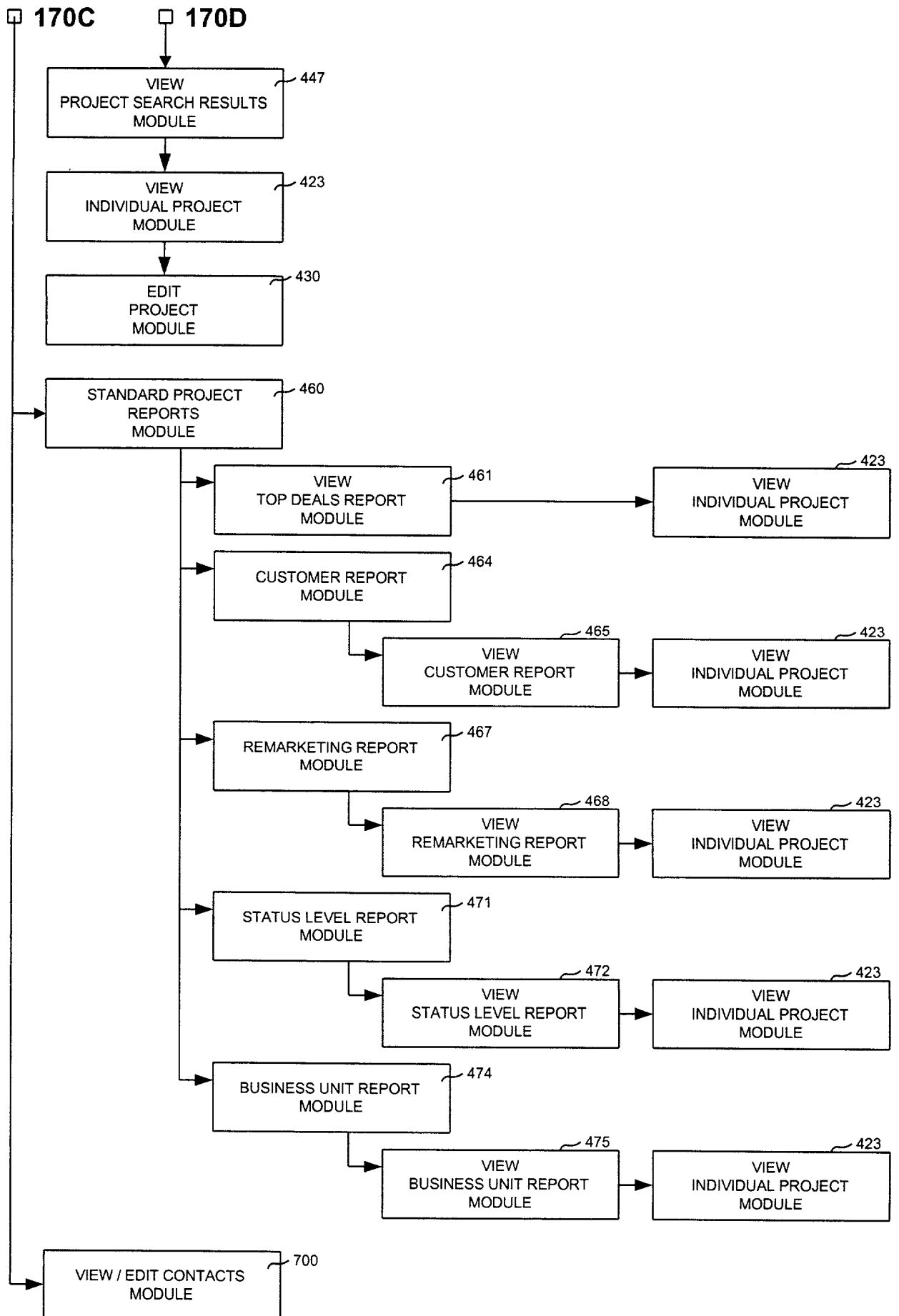


FIG. 172

FIG. 173 is a block diagram of a system architecture for managing contracts and agreements. The system includes a central module (500) that can be accessed via two interfaces (173A and 173B). Interface 173A leads to a 'CREATE CONTRACT / AGREEMENT MODULE' (510), which is linked to a series of modules for adding/removing associated business units (511), parties (512), IP (513), action items (514), and actions (515). Interface 173B leads to a 'SEARCH CONTRACTS / AGREEMENTS MODULE' (520), which is linked to modules for adding/removing associated business units (521), parties (522), IP (523), and action items (524).

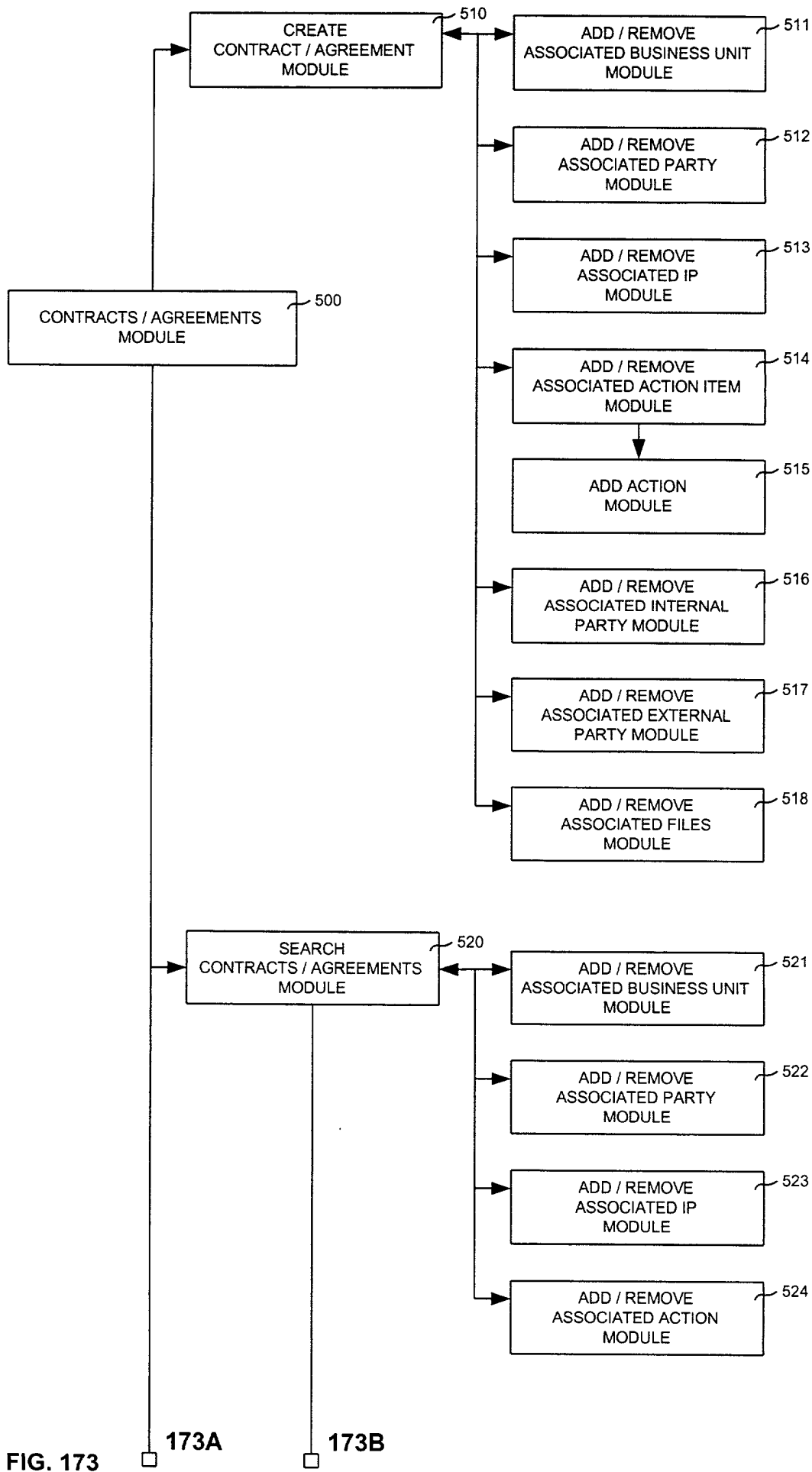


FIG. 173

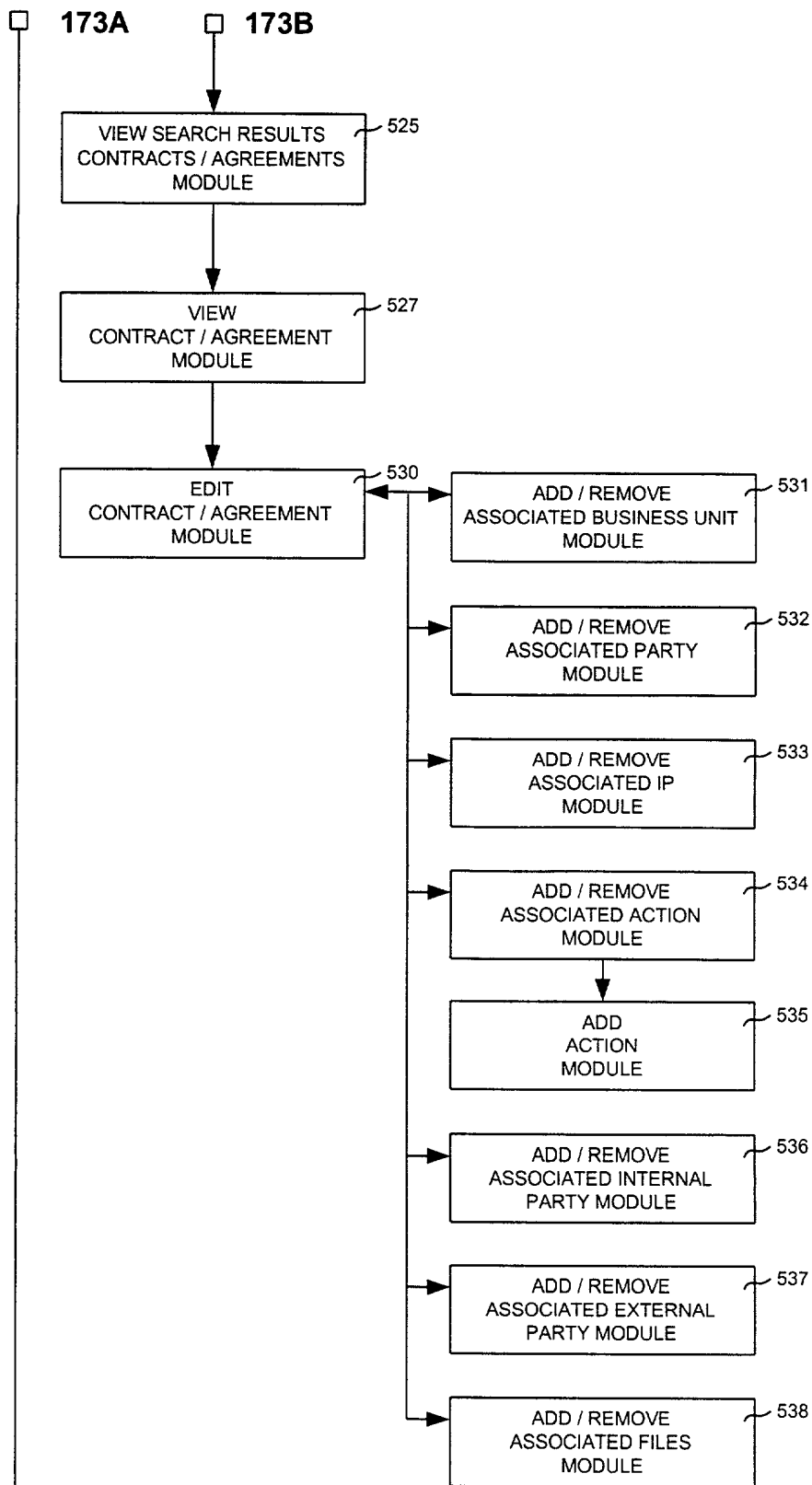


FIG. 174

173C

173C

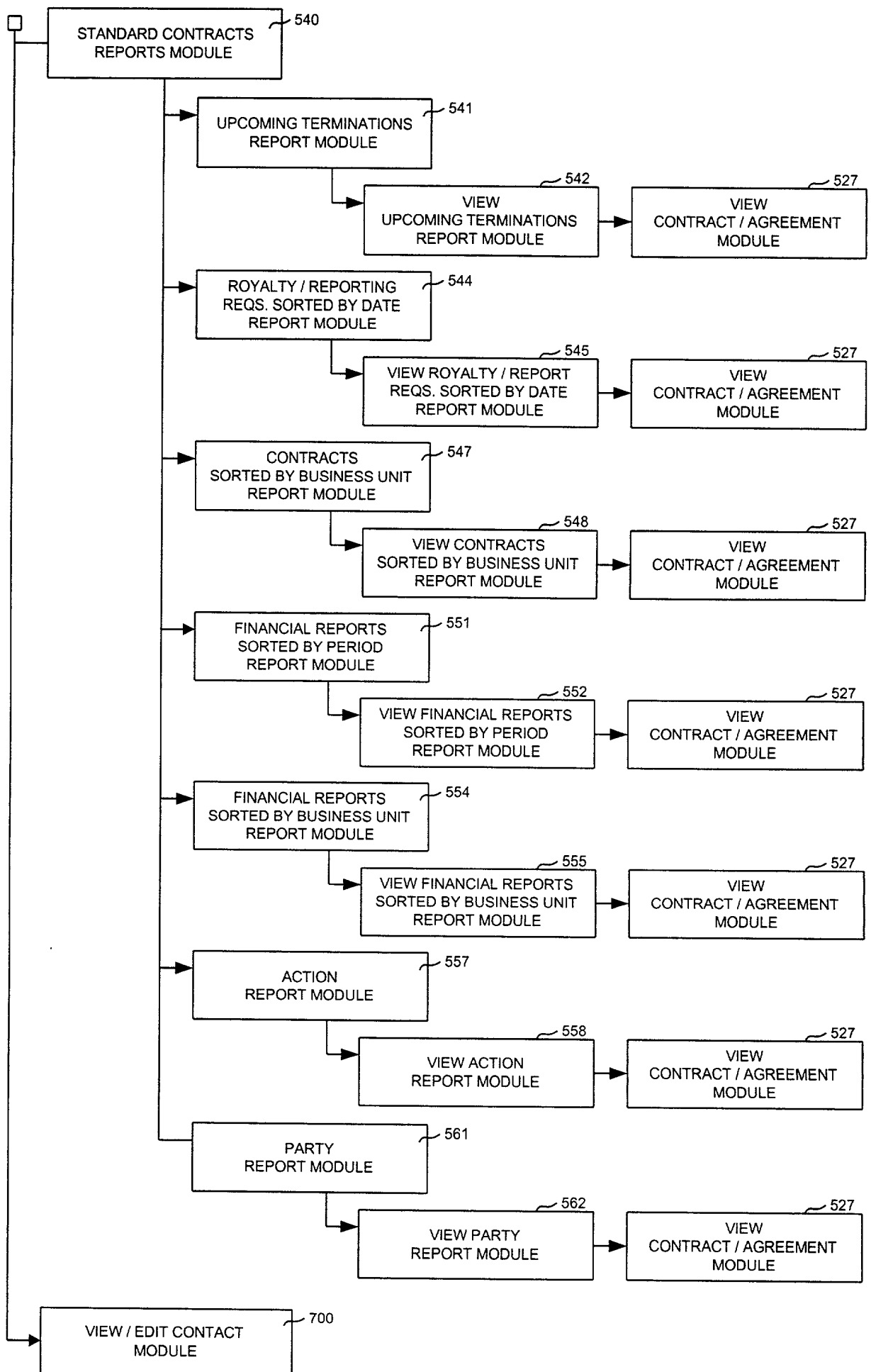


FIG. 175

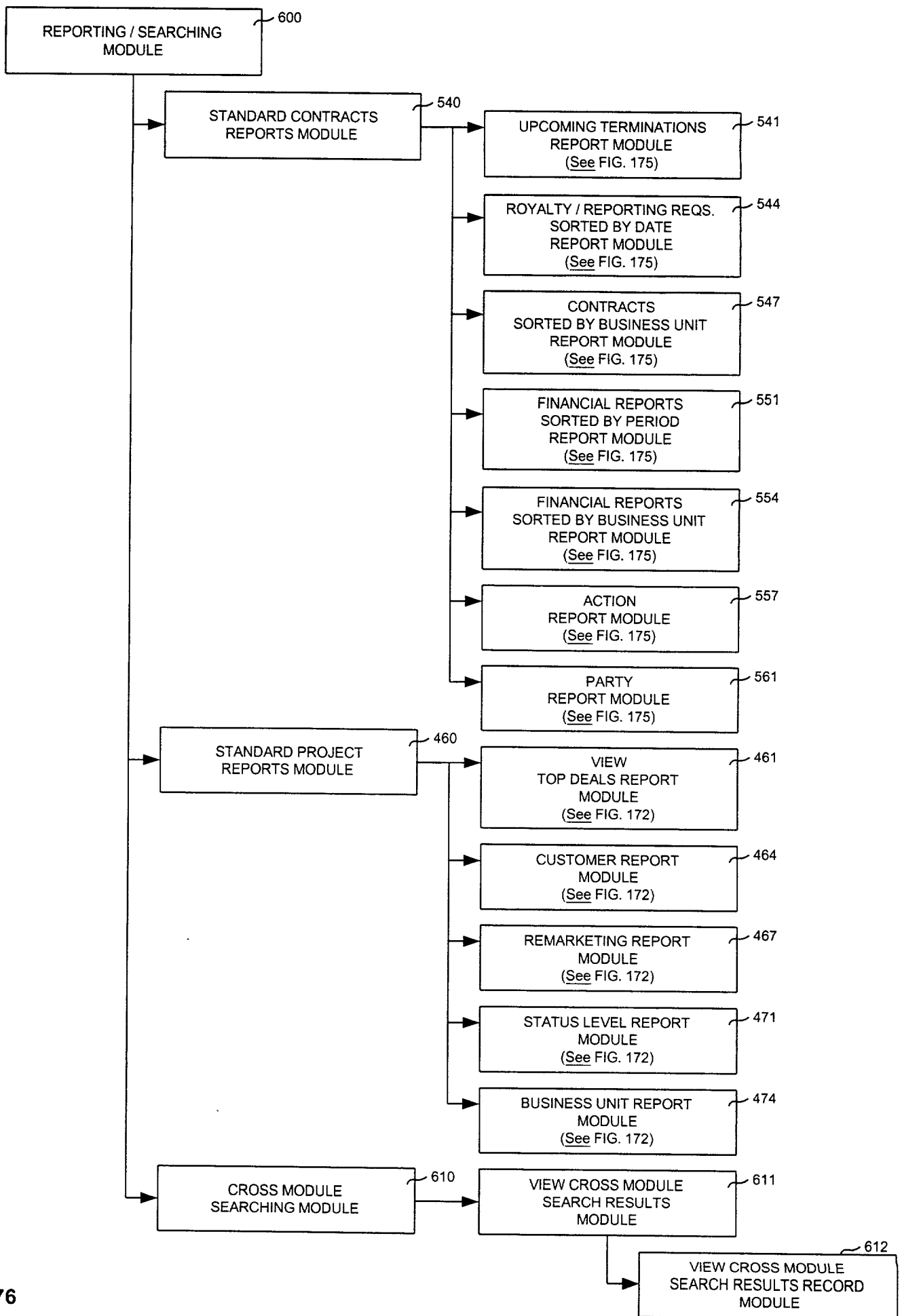


FIG. 176

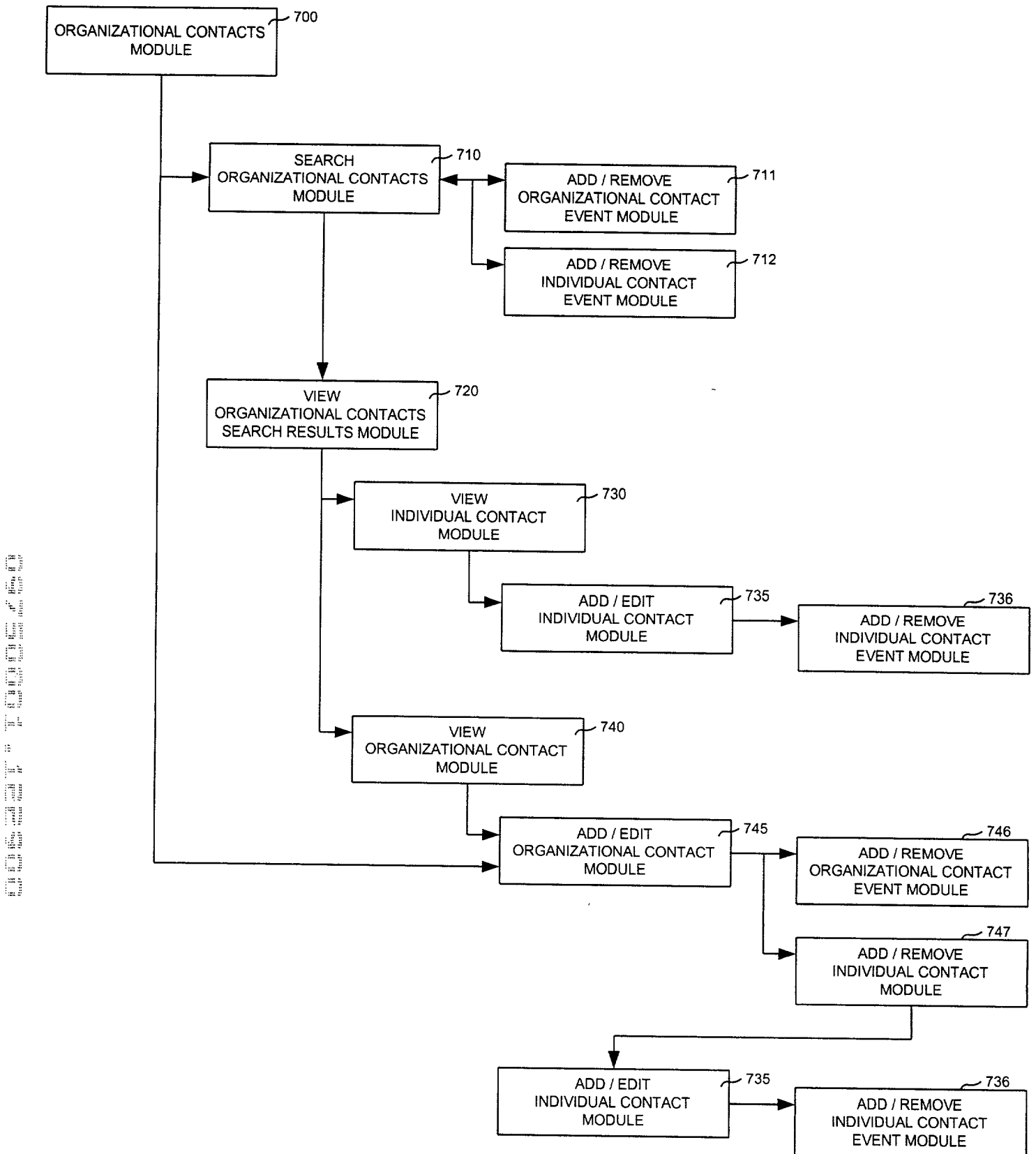


FIG. 177

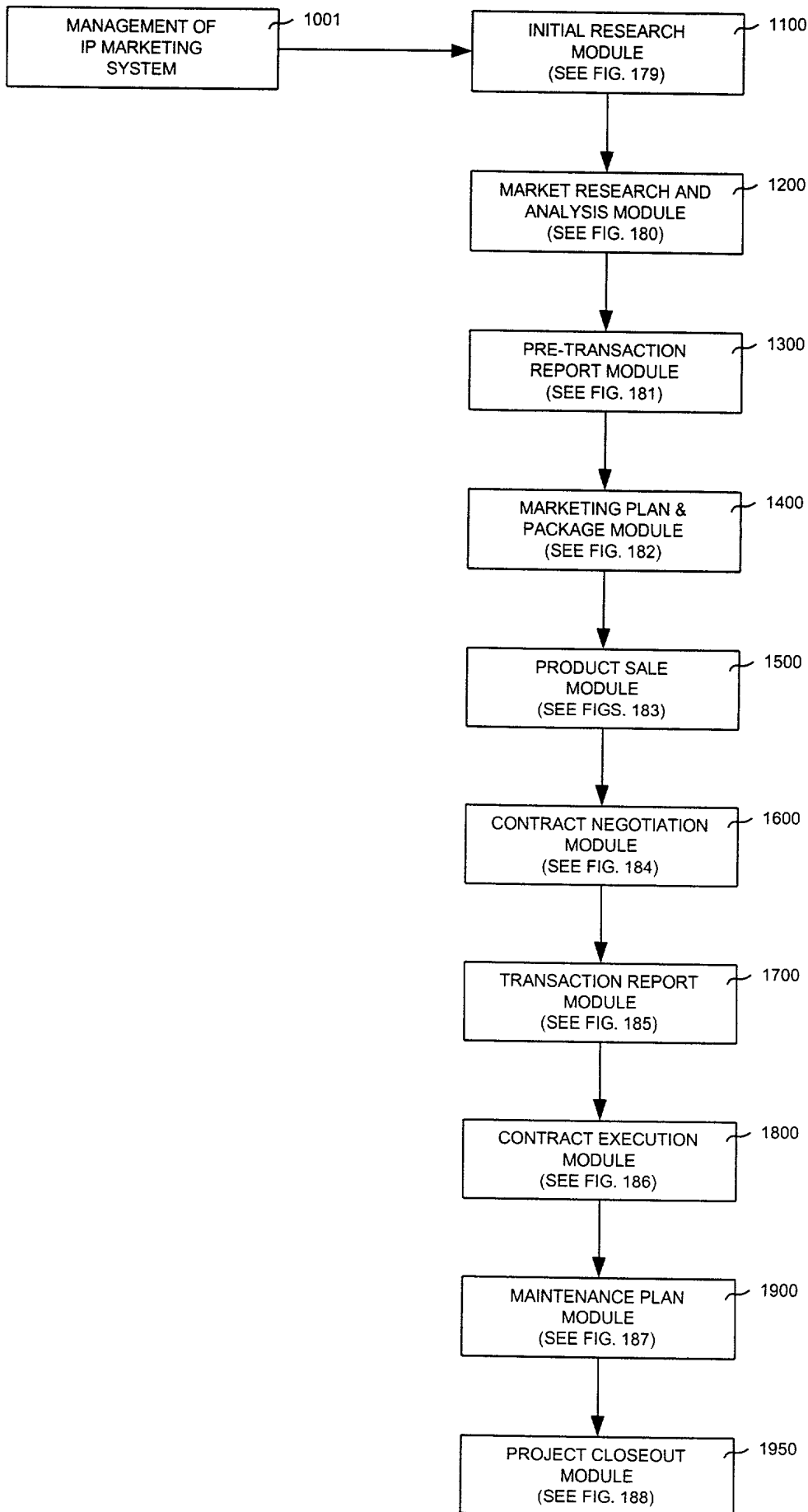


FIG. 178

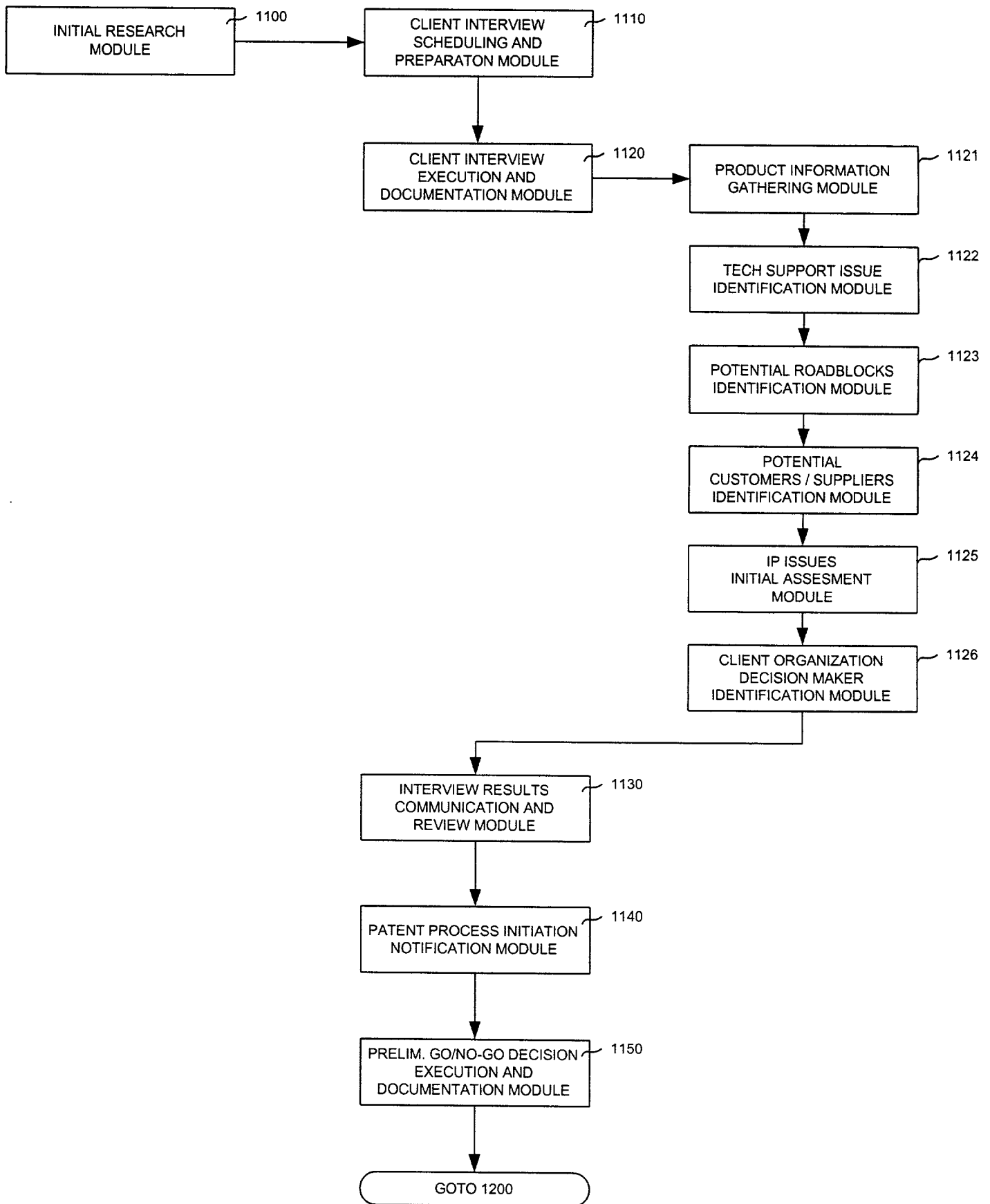


FIG. 179

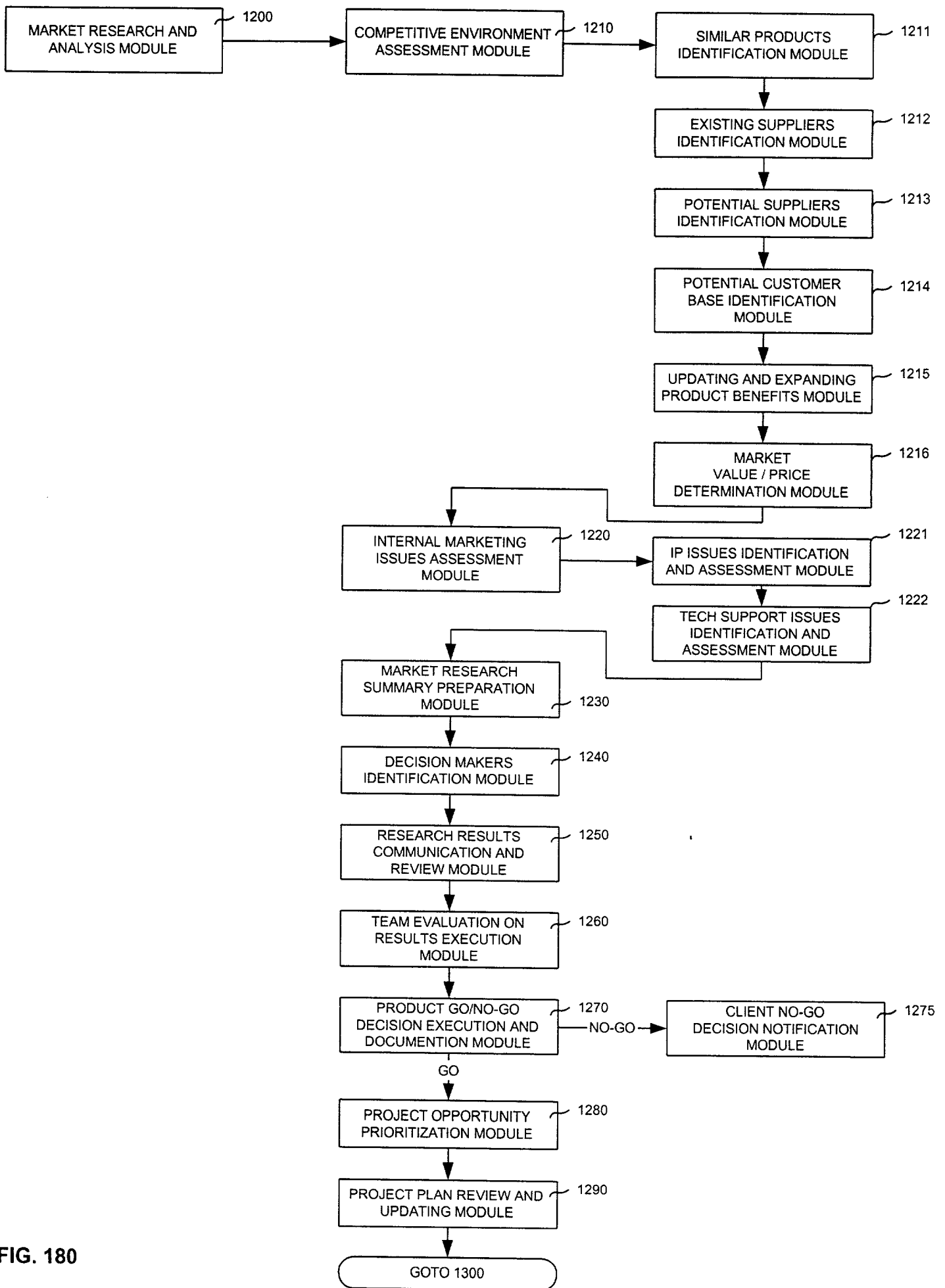


FIG. 180

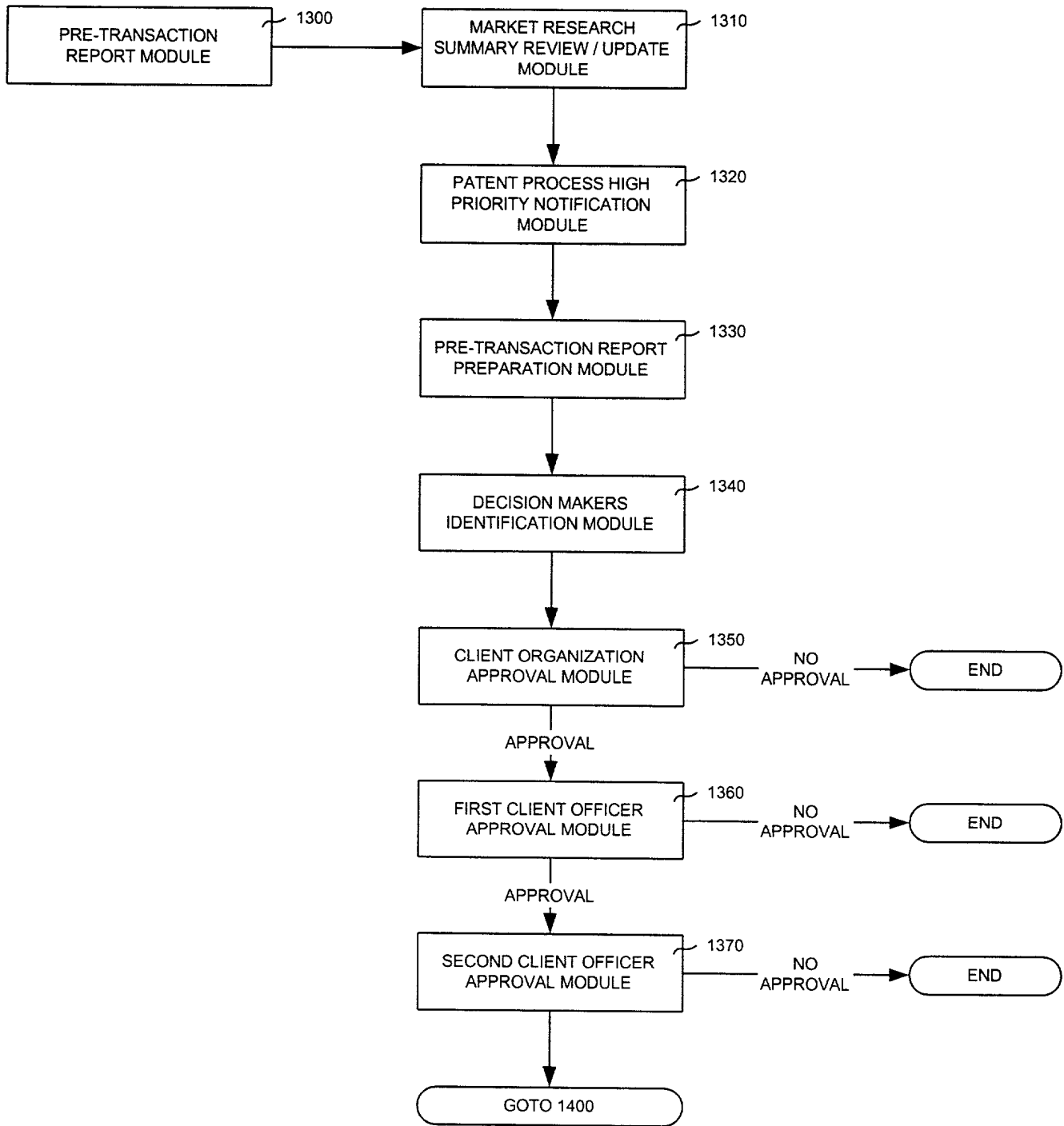


FIG. 181

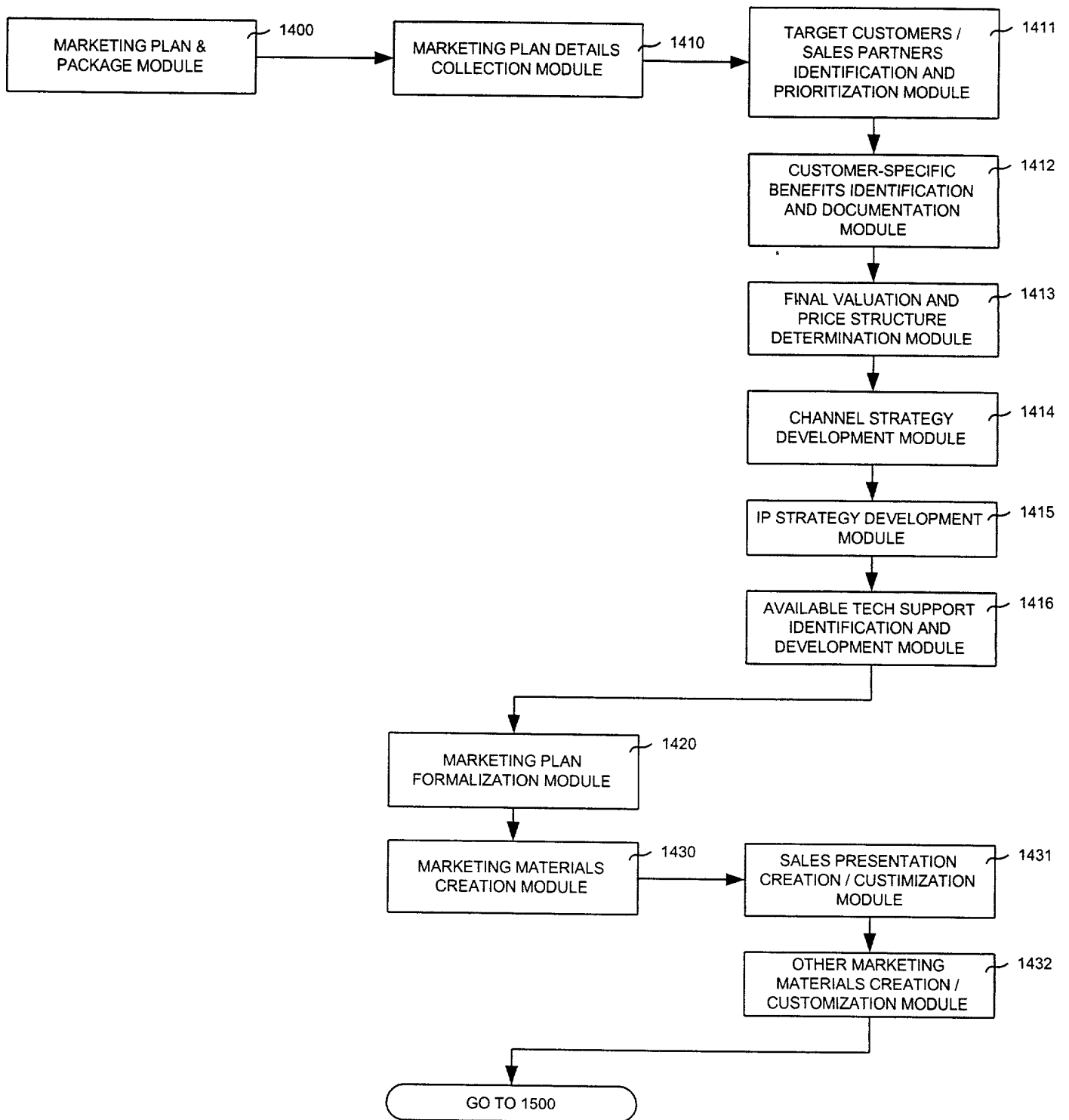


FIG. 182

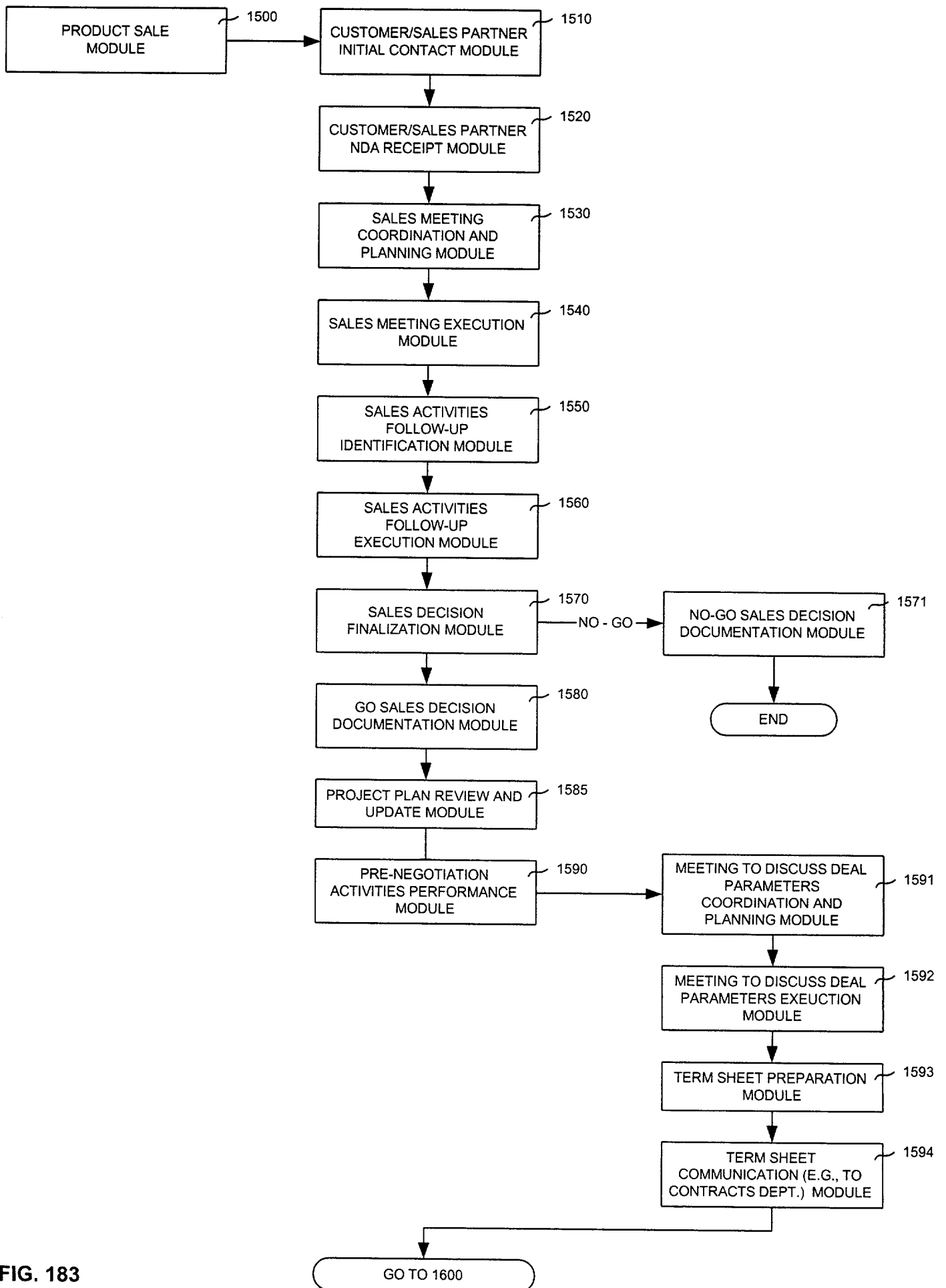
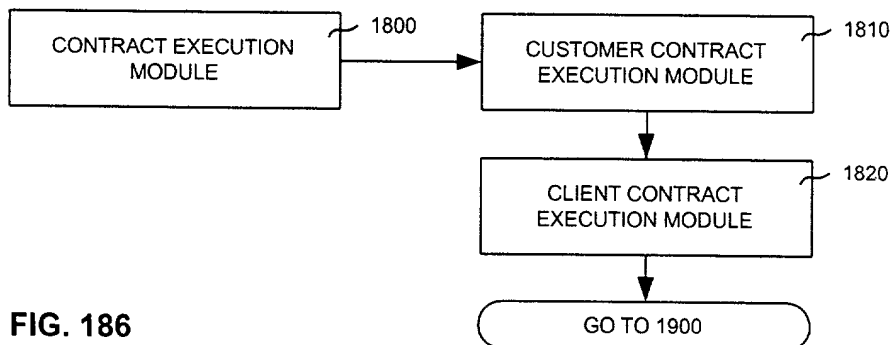
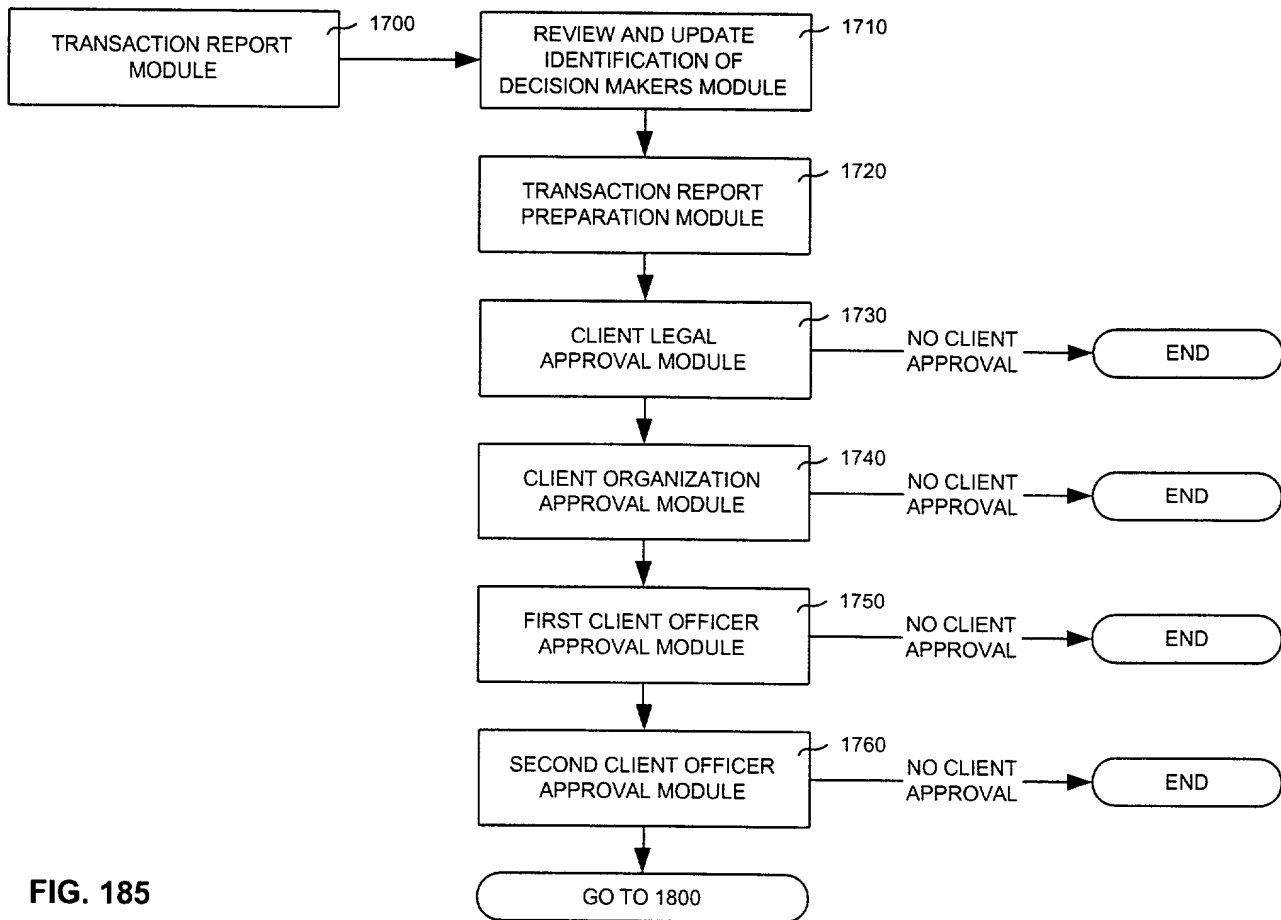
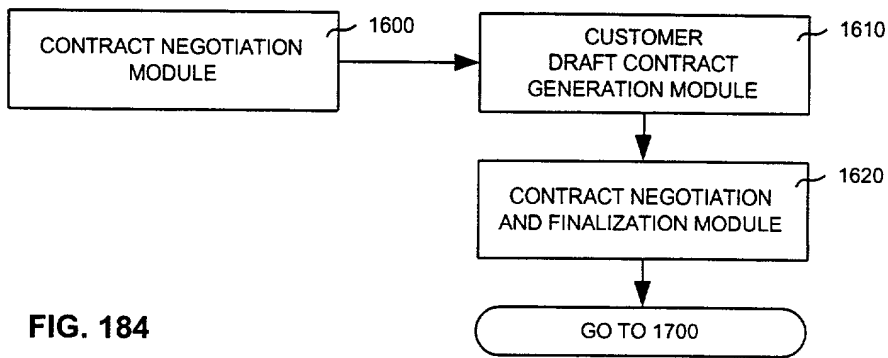
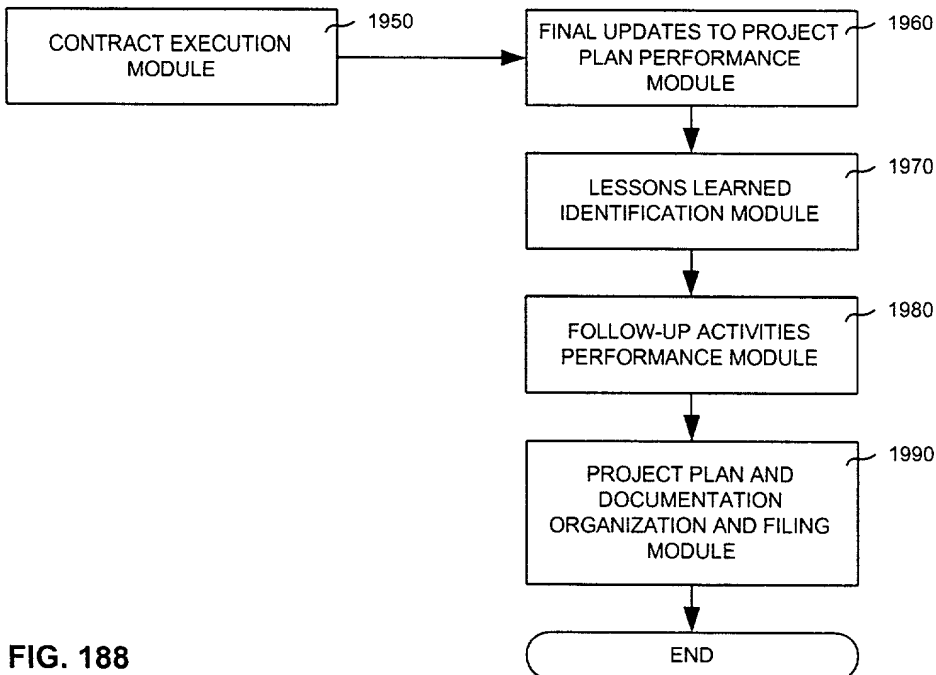
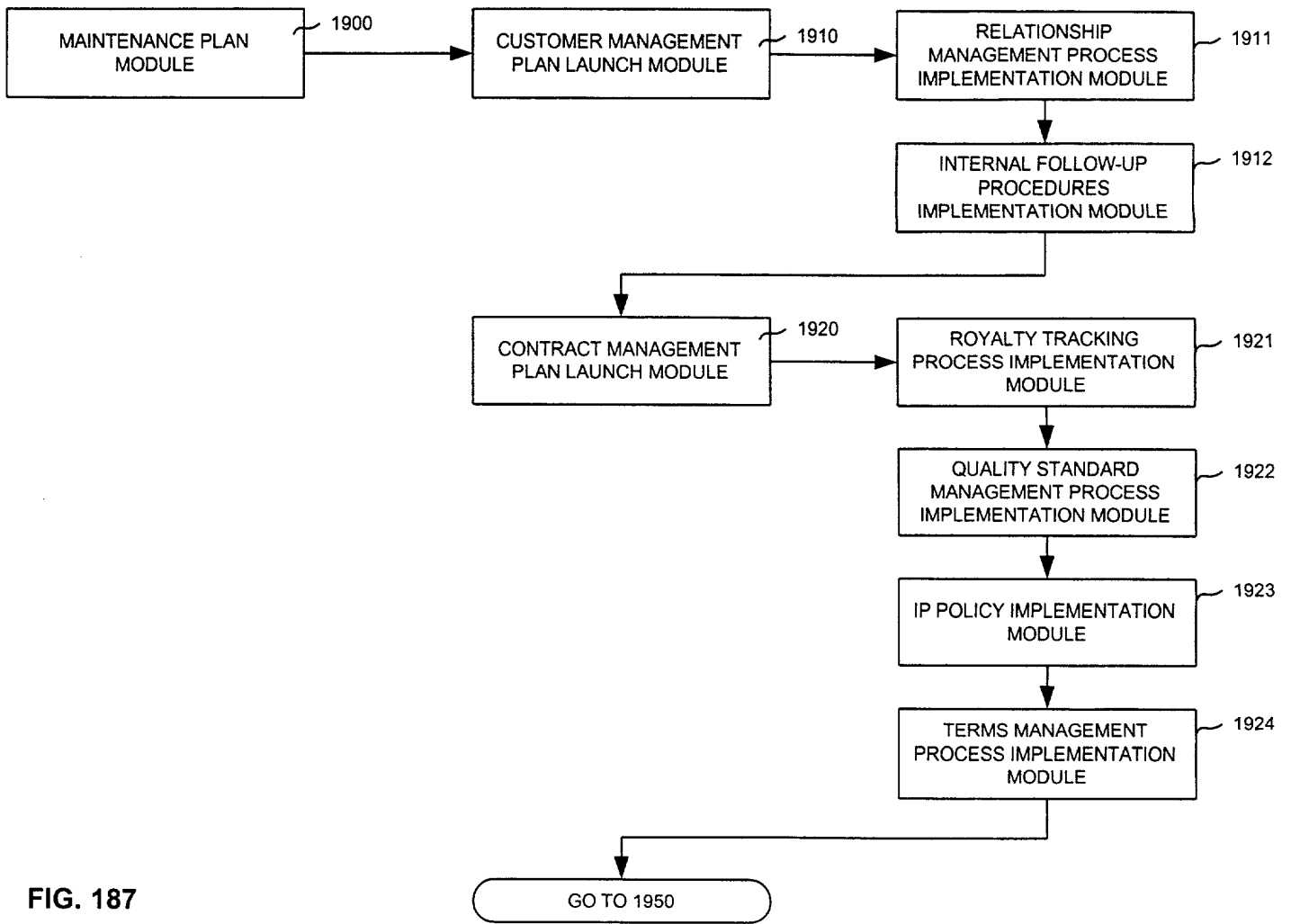


FIG. 183





Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
1	1	Conduct initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
66	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead

FIG. 189

Project Template Project Plan

51 Sell product

At this point, duplicate project plan for each target customer for the specified product.

88 Close out project

Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.

FIG. 190

Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Deliv Resources
1	1	Conduct initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No Product Mgr
2	1.1	Schedule & prepare for client interview	1 day	Mon 1/3/00	Mon 1/3/00		3	0%	No Product Mgr
3	1.2	Conduct & document client interview	1 day	Tue 1/4/00	Tue 1/4/00	2	10,11	0%	No Product Mgr
4	1.2.1	Gather product information	1 day	Tue 1/4/00	Tue 1/4/00			0%	No Product Mgr
5	1.2.2	ID tech support issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No Product Mgr
6	1.2.3	ID potential roadblocks	1 day	Tue 1/4/00	Tue 1/4/00			0%	No Product Mgr
7	1.2.4	ID potential customers/suppliers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No Product Mgr
8	1.2.5	Perform initial assessment of IP issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No Product Mgr
9	1.2.6	ID client organization decision makers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No Product Mgr
10	1.3	Communicate and review interview results	2 days	Wed 1/5/00	Thu 1/6/00	3	12	0%	No Product Mgr
11	1.4	Notify <i>IPMAN</i> to begin patent process	1 day	Wed 1/5/00	Wed 1/5/00	3		0%	Yes Product Mgr
12	1.5	Make & document prelim go/no-go decision	1 day	Fri 1/7/00	Fri 1/7/00	10	25,14,21	0%	Yes Product Mgr
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No Mktg Analyst
14	2.1	Assess competitive environment	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No Mktg Analyst
15	2.1.1	ID similar products	4 days	Mon 1/10/00	Thu 1/13/00			0%	No Mktg Analyst
16	2.1.2	ID existing suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No Mktg Analyst
17	2.1.3	ID potential suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No Mktg Analyst
18	2.1.4	ID potential customer base	4 days	Mon 1/10/00	Thu 1/13/00		41	0%	No Mktg Analyst
19	2.1.5	Update & expand product benefits	4 days	Mon 1/10/00	Thu 1/13/00			0%	No Mktg Analyst
20	2.1.6	Determine market value/price	4 days	Mon 1/10/00	Thu 1/13/00			0%	No Mktg Analyst
21	2.2	Assess internal marketing issues	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No Product Mgr
22	2.2.1	ID & assess IP issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No Product Mgr
23	2.2.2	ID & assess tech support issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No Product Mgr

Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
24	2.3	Prepare market research summary	1 day	Fri 1/14/00	Fri 1/14/00	14,21	28	0%	Yes	Mktg Analyst
25	2.4	ID decision makers	1 day	Mon 1/10/00	Mon 1/10/00	12	26	0%	Yes	Product Mgr
26	2.5	Communicate and review research results	2 days	Mon 1/17/00	Tue 1/18/00	24,25	27	0%	No	Mktg Analyst
27	2.6	Conduct team evaluation on results	1 day	Wed 1/19/00	Wed 1/19/00	26	28	0%	No	Product Mgr
28	2.7	Make & document product go/no go decision	1 day	Thu 1/20/00	Thu 1/20/00	27	29,30	0%	Yes	Product Mgr
29	2.8	Prioritize project opportunity or notify client of no go decision	1 day	Fri 1/21/00	Fri 1/21/00	28	41,34,35,32,33,41	0%	Yes	Product Mgr
30	2.9	Review & update project plan	1 day	Fri 1/21/00	Fri 1/21/00	28		0%	Yes	Product Mgr
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr
32	3.1	Review/update market research summary	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Mktg Analyst
33	3.2	Notify <i>IANA</i> of potential sale/move patent process into high priority	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	No	Product Mgr
34	3.3	Prepare PTR	5 days	Mon 1/24/00	Fri 1/28/00	29	36	0%	Yes	Product Mgr
35	3.4	ID decision makers	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Product Mgr
36	3.5	Gain client organization approval	4 days	Mon 1/31/00	Thu 2/3/00	34	37	0%	Yes	Product Mgr
37	3.6	Gain VP Corporate Development approval	3 days	Fri 2/4/00	Tue 2/8/00	36	38	0%	Yes	Product Mgr
38	3.7	Gain VP CIO approval	3 days	Wed 2/8/00	Fri 2/11/00	37	52	0%	Yes	Product Mgr
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep
40	4.1	Gather marketing plan details	5 days	Mon 1/24/00	Fri 1/28/00	29	47	0%	No	Mktg/Sales Rep
41	4.1.1	ID & prioritize target customer(s)/sales partners	5 days	Mon 1/24/00	Fri 1/28/00	18,29		0%	Yes	Mktg/Sales Rep
42	4.1.2	ID & document customer-specific benefits	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep
43	4.1.3	Determine final valuation & price structure	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg Analyst
44	4.1.4	Develop channel strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep
45	4.1.5	Develop IP strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep
46	4.1.6	ID & develop available tech support	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep

Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
47	4.2	Formalize marketing plan	5 days	Mon 1/31/00	Fri 2/4/00	40	50,49	0%	Yes	Mktg/Sales Rep
48	4.3	Create marketing materials	5 days	Mon 2/7/00	Fri 2/11/00			0%	No	Product Mgr
49	4.3.1	Create/customize sales presentation	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
50	4.3.2	Create/customize other marketing materials	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
52	5.1	Make initial contact with customer(s)/sales partners	3 days	Mon 2/14/00	Wed 2/16/00	38	53	0%	Yes	Mktg/Sales Rep
53	5.2	Obtain NDA from customer/sales partner	5 days	Thu 2/17/00	Wed 2/23/00	52	54	0%	Yes	Mktg/Sales Rep
54	5.3	Coordinate & plan sales meeting	10 days	Thu 2/24/00	Wed 3/8/00	53	55	0%	Yes	Mktg/Sales Rep
55	5.4	Conduct sales meeting	1 day	Thu 3/9/00	Thu 3/9/00	54	56	0%	No	Mktg/Sales Rep
56	5.5	ID follow-up sales activities	1 day	Fri 3/10/00	Fri 3/10/00	55	57	0%	Yes	Mktg/Sales Rep
57	5.6	Perform follow-up sales activities	5 days	Mon 3/13/00	Fri 3/17/00	56	58	0%	No	Mktg/Sales Rep
58	5.7	Finalize sales decision	10 days	Mon 3/20/00	Fri 3/31/00	57	59,60,62	0%	Yes	Mktg/Sales Rep
59	5.8	Document go/no go sale decision	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
60	5.9	Review & update project plan	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
61	5.10	Perform pre-negotiation activities	15 days	Mon 4/3/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
62	5.10.1	Coordinate & plan meeting to discuss deal parameters	10 days	Mon 4/3/00	Fri 4/14/00	58	63	0%	Yes	Mktg/Sales Rep
63	5.10.2	Conduct meeting to discuss deal parameters	1 day	Mon 4/17/00	Mon 4/17/00	62	64	0%	No	Mktg/Sales Rep
64	5.10.3	Prepare term sheet	3 days	Tue 4/18/00	Thu 4/20/00	63	65	0%	Yes	Mktg/Sales Rep
65	5.10.4	Communicate term sheet to Contracts	1 day	Fri 4/21/00	Fri 4/21/00	64	67	0%	No	Mktg/Sales Rep
66	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
67	6.1	Generate draft contract for customer	5 days	Mon 4/24/00	Fri 4/28/00	65	68	0%	Yes	Contract Mgr
68	6.2	Negotiate and finalize contract	45 days	Mon 5/1/00	Fri 6/30/00	67	70,71	0%	Yes	Contract Mgr
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr

Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
70	7.1	Review/update decision makers	1 day	Mon 7/3/00	Mon 7/3/00	68		0%	Yes	Mktg/Sales Rep
71	7.2	Prepare TR	5 days	Mon 7/3/00	Fri 7/7/00	68	72	0%	Yes	Mktg/Sales Rep
72	7.3	Obtain <i>IPMARK</i> legal approval	1 day	Mon 7/10/00	Mon 7/10/00	71	73	0%	Yes	Contract Mgr
73	7.4	Obtain client organization approval	3 days	Tue 7/11/00	Thu 7/13/00	72	74	0%	Yes	Contract Mgr
74	7.5	Obtain VP Corporate Development approval	3 days	Fri 7/14/00	Tue 7/18/00	73	75	0%	Yes	Contract Mgr
75	7.6	Obtain VP CIO approval	3 days	Wed 7/19/00	Fri 7/21/00	74	77	0%	Yes	Contract Mgr
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
77	8.1	Obtain customer contract signature	8 days	Mon 7/24/00	Wed 8/2/00	75	78	0%	Yes	Contract Mgr
78	8.2	Obtain <i>IPMARK</i> contract signature	2 days	Thu 8/3/00	Fri 8/4/00	77	80.83	0%	Yes	Contract Mgr
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
80	9.1	Launch customer management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Mktg/Sales Rep
81	9.1.1	Implement relationship management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
82	9.1.2	Implement internal follow-up procedures	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
83	9.2	Launch contract management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Contract Mgr
84	9.2.1	Implement royalty tracking process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
85	9.2.2	Implement quality standard management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
86	9.2.3	Implement IP policing	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
87	9.2.4	Implement terms management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead
89	10.1	Perform final updates to project plan	1 day	Mon 8/14/00	Mon 8/14/00	79	90	0%	Yes	Project Lead
90	10.2	Identify lessons learned & perform follow-up activities	2 days	Tue 8/15/00	Wed 8/16/00	89	91	0%	Yes	Project Lead
91	10.3	Organize & file project plan & documentation	2 days	Thu 8/17/00	Fri 8/18/00	90		0%	Yes	Project Lead

Project Template Project Plan

- 3 Conduct & document client interview
- 4 If create interview form, can eliminate tasks 1.2.1 thru 1.2.6
- 4 Gather product information
- Must include product benefits, similar products, etc.
- 5 ID tech support issues
- Type of support required? Tech transfer? Support partner? No support?
- 8 Perform initial assessment of IP issues
- Title and rights:
1. Ownership?
2. Protection?
3. Possible infringement?
- 9 ID client organization decision makers
- Consider decision makers and needed officer buy-in.
- 11 Notify *IPMAN* to begin patent process
- Potential checklist/form for interview process. If form, change task to "Provide interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status.
- 12 Make & document prelim go/no-go decision
- Potential form to doc reasons for go/no go.
- 14 Assess competitive environment
- Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive Environment Assessment.
- 22 ID & assess IP issues
- Expanded investigation of any ownership, protection, potential infringement issues.
- 24 Prepare market research summary
- Potential Score Card form. If so, indicate in task field.
- 25 ID decision makers
- Verify that all key decision makers are identified
- 28 Make & document product go/no go decision
- Potential form to doc reasons for go/no go.
- 29 Prioritize project opportunity or notify client of no go decision
- Create scorecard to prioritize.
- Create form letter that thanks client and notifies of status of product.
- 32 Review/update market research summary
- Potential form, Part 2 of Score Card, more market plan specific info.
- 34 Prepare PTR
- 35 No formal client interview but Product Manager will communicate with client regularly while preparing the PTR
- ID decision makers
- May require multiple client approvals. If so, add task for additional approval(s) - i.e. business unit and IT approval.
- 42 ID & document customer-specific benefits
- If patent license, add task for *W/E* approval.
- If form or checklist, can eliminate this task. May be considered part of marketing plan.
- 43 Determine final valuation & price structure
- If form or checklist, can eliminate this task.

- 51 **Sell product**
At this point, duplicate project plan for each target customer for the specified product.
- 52 **Make initial contact with customer(s)/sales partners**
Must have signed PTR before initial contact with potential customer
- 53 **Obtain NDA from customer/sales partner**
Inbound NDA for receiving information and mutual NDA also available on h: drive
- 55 **Conduct sales meeting**
Including PowerPoint sales presentation
ID follow-up sales activities
- 56 **May include demos, site visits to existing customers, brochures, additional presentations, response to meeting questions...OR NOTHING!**
- 58 **Finalize sales decision**
Resource for this task is actually the customer.
- 63 **Conduct meeting to discuss deal parameters**
Recommend use term sheet for outline of meeting agenda. See link to term sheet on task 5.10.3, Prepare term sheet.
- 68 **Negotiate and finalize contract**
Could be multiple drafts and result in additional meetings between IPMARK and customer, includes obtaining all necessary approvals
- 71 **Prepare TR**
If time & resources permit, Mktg/Sales rep should begin pulling together the TR in parallel with task 6.2, Negotiate & finalize contract.
- 85 **Implement quality standard management process**
Follow up with new customer/sales partner for samples of products to check for product quality.
- 88 **Close out project**
Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.
- 89 **Perform final updates to project plan**
Final updates include any clean-up to project plan, e.g. review/update task durations to accurately represent time spent on project tasks. Final update helpful in accurately tracking project and project plan efficiency to allow for process improvement.
- 90 **Identify lessons learned & perform follow-up activities**
Follow-up could include analyzing project effectiveness and updating generic plan
- 91 **Organize & file project plan & documentation**
Final project plan should be part of project documentation. Need to develop checklist for keep/not keep documentation. May want to choose std color file for this so always identifiable. Also consider one color for project in progress and another color for project complete.

Client Interview questionnaire (task 1.2)
(Completion Date: _____)

1. Gather product information
2. ID tech support issues
3. ID potential roadblocks
4. ID potential customers/suppliers
5. Perform initial assessment of IP issues
6. ID client organization decision makers

FIG. 197

Assess competitive environment checklist (task 2.1)
(Duration: 4 days – Complete by: _____)

ID similar products _____

ID existing suppliers _____

ID potential suppliers _____

ID potential customer base _____

Update & expand product benefits _____

Determine market value/price..... _____

FIG. 198

Assess internal marketing issues checklist (task 2.2)
(Addresses internal IP and Tech Support issues)

1. ID & assess IP issues

2. ID & assess tech support issues

FIG. 199

INTELLECTUAL PROPERTY OUTMARKETING PRE-TRANSACTION REPORT

Product/Project Name:

Entity Requesting:

Contacts (Entity
Name, Phone Numbers,
Email):

Outmarketing Party(s)
(Company, Address, State of
Incorporation, Contacts, Phone
Phone Numbers):

Intellectual Property Involved:
(Patents, Trademarks, Trade
Secrets, Software, etc.)

Background of Deal
(How Deal Developed,
Summary of
Intellectual Property
Functionality/Uses,
Deal Structure):

Financial Analysis
(Revenue to be Recognized,
Cost Savings, etc.):

Competitive Analysis
(Worldwide, Outside US,
US only, Outside 9 State
Region, etc.):

Status of Deal
(Ready to Sign Up, Need
Negotiation Assistance):

Anticipated Timeline
(Initial Meeting, Demos,
Sign Contract, etc.):

_____, a _____ Corporation subsidiary, requests IPMARK
_____ on its behalf to enter into an intellectual property outmarketing agreement according to the above-
described terms.

Requestor

Entity/Dept.

Title

Date

Marketing Plan checklist (task 4.1)

ID & prioritize target customer(s)/sales partners	_____
ID & document customer-specific benefits	_____
Determine final valuation & price structure	_____
Develop channel strategy	_____
Develop IP strategy	_____
ID & develop available tech support	_____
Formalize marketing plan	_____

FIG. 201

NONDISCLOSURE AGREEMENT

THIS NONDISCLOSURE AGREEMENT is made by and between [Name of _____ Entity], a corporation organized under the laws of _____ ("OWNER"), and _____, a corporation organized under the laws of _____ (the "Company"), effective as of _____, 20____. The parties agree as follows:

1. Project Defined. The Company may receive from OWNER information of a non-public nature for use by the Company and its officers, directors, agents, employees and representatives, including financial and legal advisers (collectively "Representatives"), in the course of the performance of the Company's services for OWNER in connection with _____

_____ (the "Project").

2. Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the fact that the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to OWNER or is otherwise involved in or discussing the Project; and (iii) any information, work papers, analyses, compilations, projections, studies, documents, terms, conditions, correspondence, facts or other materials derived or produced by the Company or its representatives for OWNER in connection with the Project. Any Information supplied by OWNER to the Company prior to the execution of this Agreement shall be subject to the same treatment as the Information made available after the execution of this Agreement.

3. Exclusions from Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

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running directly or indirectly to **OWNER**; (iii) has been approved for release by a written authorization by **OWNER** ; or (iv) is independently developed by the Company without use, directly or indirectly, of the Information received from **OWNER**.

4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for **OWNER** in connection with the Project except with the prior written consent of **OWNER** or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the information provided by **OWNER** in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interests of

5. Standard of Protection. For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.

6. Compliance with Legal Process. In the event that the Company is legally requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) to disclose any Information, the Company shall promptly notify **OWNER** of such request or requirement prior to disclosure so that **OWNER** may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.

7. Ownership; Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of **OWNER**. Within ten (10) days following the receipt of a written request from **OWNER**, the Company shall deliver to **OWNER** all tangible materials containing or embodying the Information received from **OWNER**, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to **OWNER** or destroyed. The Company shall not assert directly or indirectly any right with respect to the Information which may impair or be adverse to **OWNER**'s ownership thereof.

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8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that **OWNER** shall be entitled to seek injunctive or other equitable relief to remedy or forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.

9. No Representations or Further Obligations. Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase of services by **OWNER**. None of the Information which may be disclosed by **OWNER** shall constitute any representation, warranty, assurance, guarantee or inducement by **OWNER** to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate **OWNER** to enter into any further agreements or to proceed with any possible relationship or other transaction.

10. Term; Termination. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate; provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.

11. No Waiver. No failure or delay by **OWNER** in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.

12. Amendment. This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.

13. Applicability to Associated Parties. Any information disclosed to the Company by any of **OWNER**'s affiliated companies or by any company, person or other entity participating with **OWNER** in any consortium, partnership, joint venture or

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similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by *OWNER*, shall be deemed to constitute Information under this Agreement, and the rights of *OWNER* under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement.

14. Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of _____, without regard to its choice of law provisions.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above.

OWNER :

Company:

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

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Product Name

License Agreement Term Sheet

- Definitions
What is licensed?
- Specs of the Software (exhibit)
Definition/description?
- Delivery, testing and acceptance
How should this work?
- Grant and Scope of License
Exclusive? Non-exclusive? Etc.?
- Term and Limitations on Use and reproduction
What can partnership do with it?
- Sublicensing and transfer limitations
- Pricing Terms
Royalties? Buy? Savings?
- Acct and audit rights
As stated in the partnership agmt?
- Sales and Property tax liability
Who liable?
- Trade secret protection/Confidentiality terms
Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

- Title to original software and owner infringement reps
Positive stmt of ownership –will we indemnify the partnership?
- Ownership of mods enhancement and additions
Who owns?
- Source code inclusion/exclusion and protection
Must source be disclosed to partnership?
- Training and documentation req's
Any?
- Protection of Trademarks
Partnership must honor ^{OWNER'S} marks
- SW maintenance and technical support obligations
- Vendor warranty obligations and scope
- Limitation of liability and types of damages
- Vendor indemnity and obligations in event of infringement
- Dispute resolution provisions
- Insurance terms (vendor on site?)
- Assignment limitations
- Std boilerplate (merger, written agmt, force majeure, etc)

INTELLECTUAL PROPERTY OUTMARKETING TRANSACTION REPORT

INTELLECTUAL PROPERTY INVOLVED:

OUTMARKETING PARTY:

BUSINESS DEAL CONTACTS:

INTELLECTUAL PROPERTY CONTACTS:

ESTIMATED VALUE:

Up Front Savings
Revenues (Years) = _____

I. Executive Summary

II. Background

III. Deal Structure

IV. Financial Analysis

V. Competitive Analysis

(1) Customers:

(2) Territory:

(3) Standardization:

FIG. 209

VI. Recommendation

	BUSINESS APPROVAL	LEGAL APPROVAL
Signature:	_____	_____
Printed Name:	_____	_____
Title:	_____	_____
Entity:	_____	_____
Date:	_____	_____

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422	2423	2424	2425	2426	2427	2428	2429	2430	2431	2432	2
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Mktg Analyst _____ Mktg/Sales Rep _____

- **Deliverable** - Change deliverable field to Yes, either manually or using the option in the drop down box

[illegible]

Opportunity Score Card

Scoring Date: _____	Scorer Initials: _____	Total Score:
Product/Project Name _____		
Business Unit _____		
Business Unit Primary Contact:		IPMARK Primary Contact:
Name _____		Name _____
Phone _____		Phone _____

Score Card Key Factors	Scoring & Explanation
1. MARKET POTENTIAL <ul style="list-style-type: none"> - Product viability (i.e. unique product, benefits, support/maintenance?) - Potential customers? - Few competitive products/suppliers? - Large market, low market saturation? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">High Potential -----</div> <div style="text-align: left;">Low Potential -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Market Potential Rating:</div>
2. PROJECT TIMEFRAME <ul style="list-style-type: none"> - Product developed & ready to market? - Ownership? Patent status? - Identified interested parties? - Deal simple or complex? - Anticipated time to sell/close/recognize \$? <div style="margin-top: 10px;"> Today ----- 6 ----- 12 ----- 18+ mths 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Project Timeframe Rating:</div>
3. PROJECTED REVENUE POTENTIAL <ul style="list-style-type: none"> - Anticipated total revenue from project? (if no strong customers, use 1X value) <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">Over 5M -- 4M ----- 1M -----</div> <div style="text-align: left;">Under ----- 100K</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Revenue Potential Rating:</div>
4. COMPETITIVE THREAT TO BELL SOUTH <ul style="list-style-type: none"> - Sale give customer competitive advantage over BellSouth? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">No Threat -----</div> <div style="text-align: left;">High Threat -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Competitive Threat Rating:</div>
5. INTANGIBLE VALUE <ul style="list-style-type: none"> - Set stage for future big \$ deals? - Build/foster relationship w/ existing/future customer? - Officer request/interest? - Public relations opportunity? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">High Profile -----</div> <div style="text-align: left;">Low Profile -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Intangible Value Rating:</div>
	TOTAL SCORE:

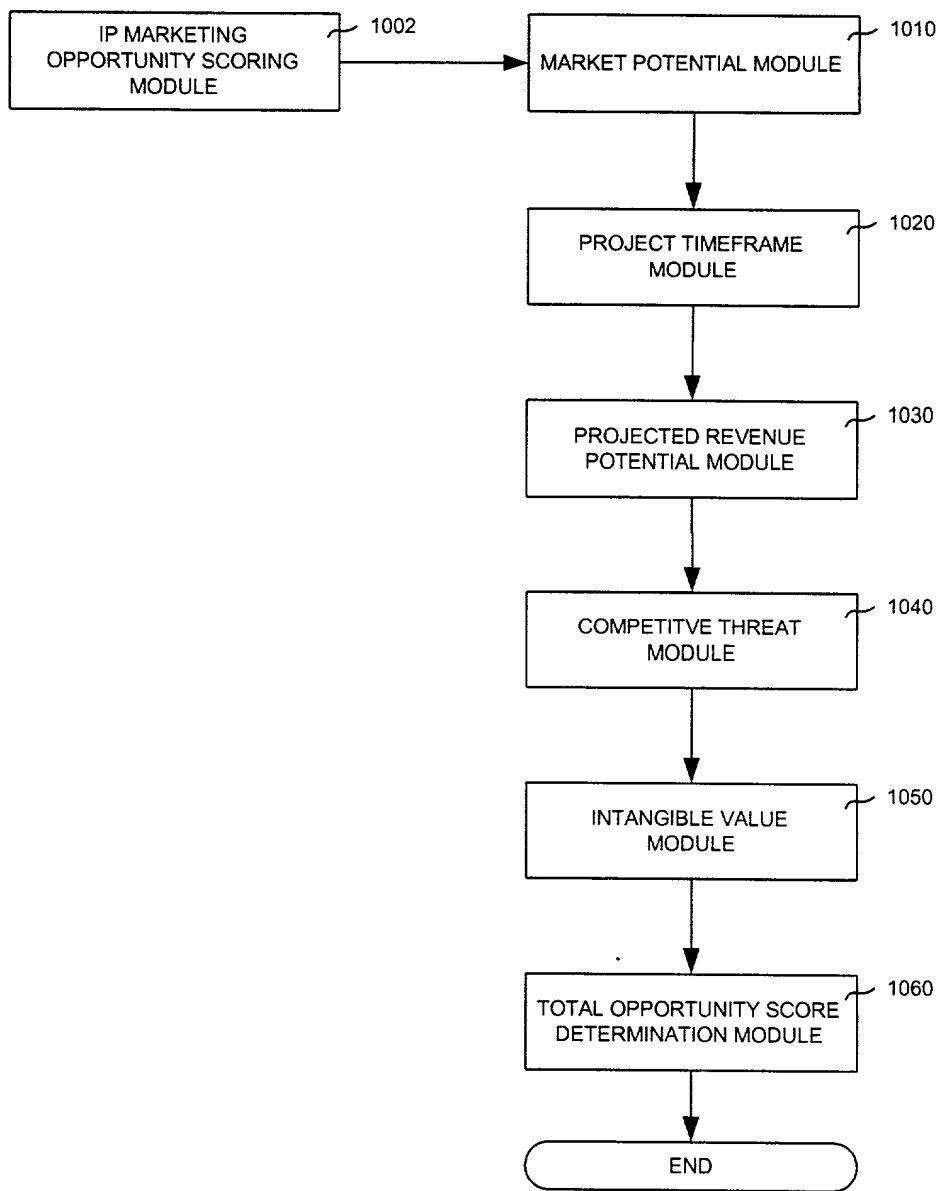


FIG. 213

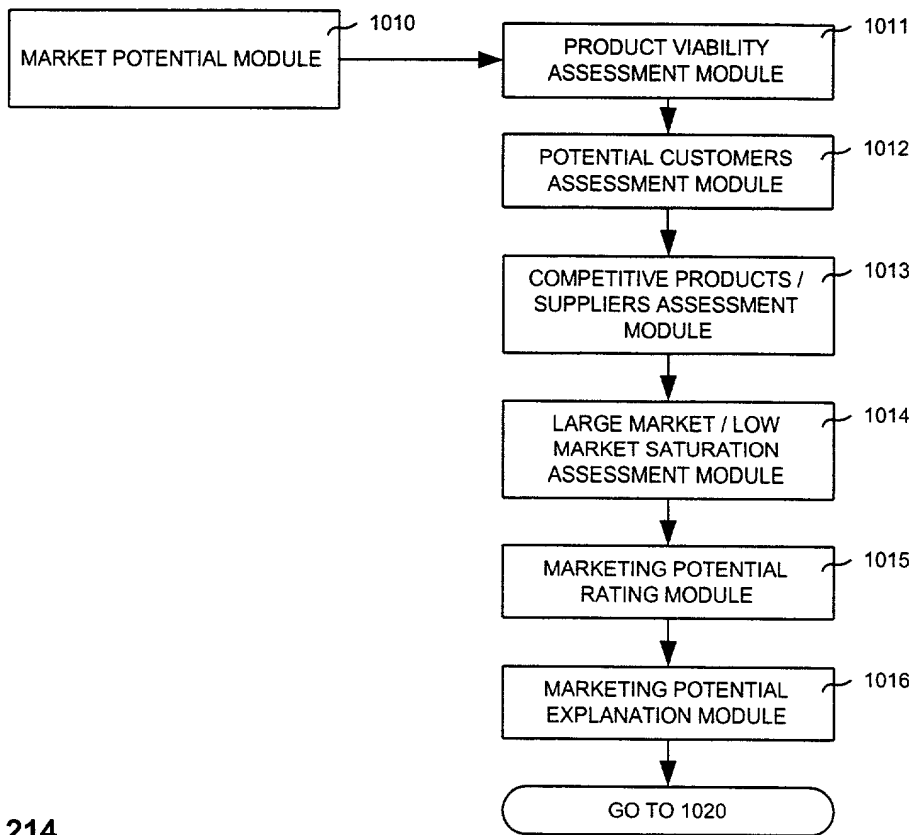


FIG. 214

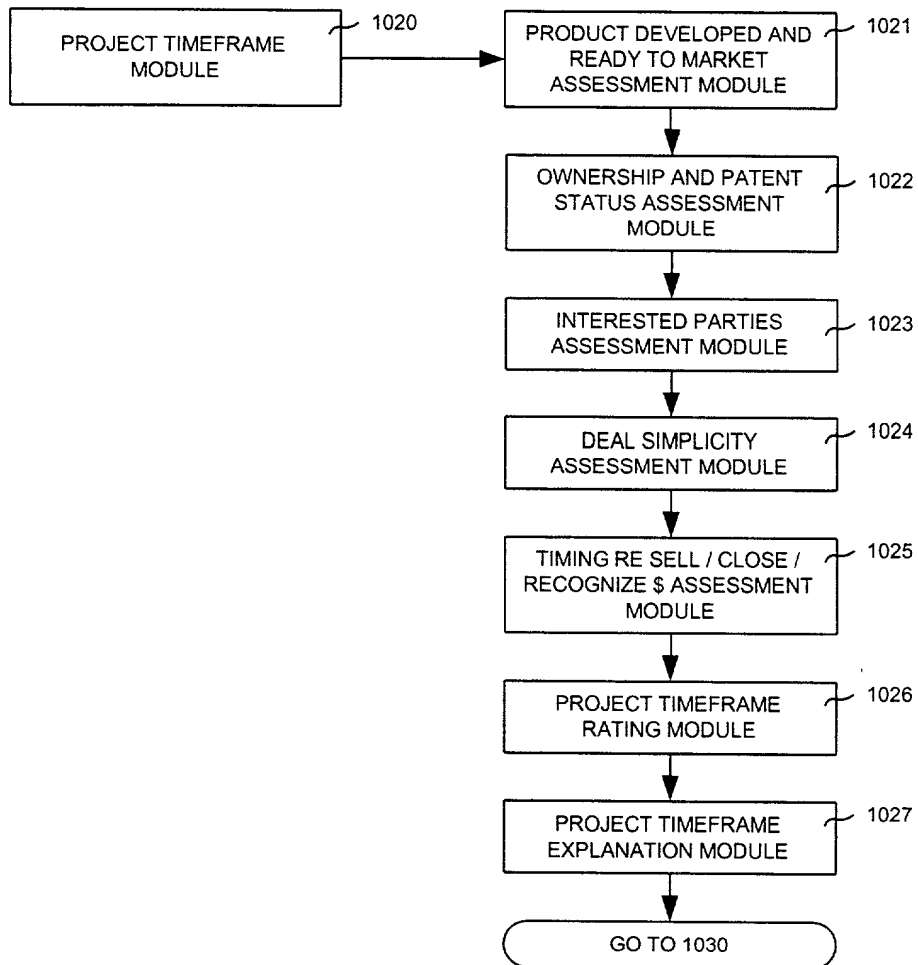


FIG. 215

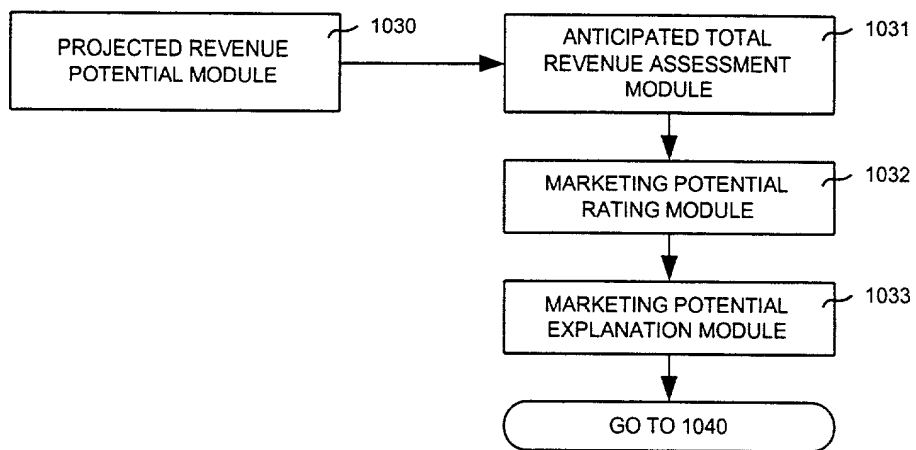


FIG. 216

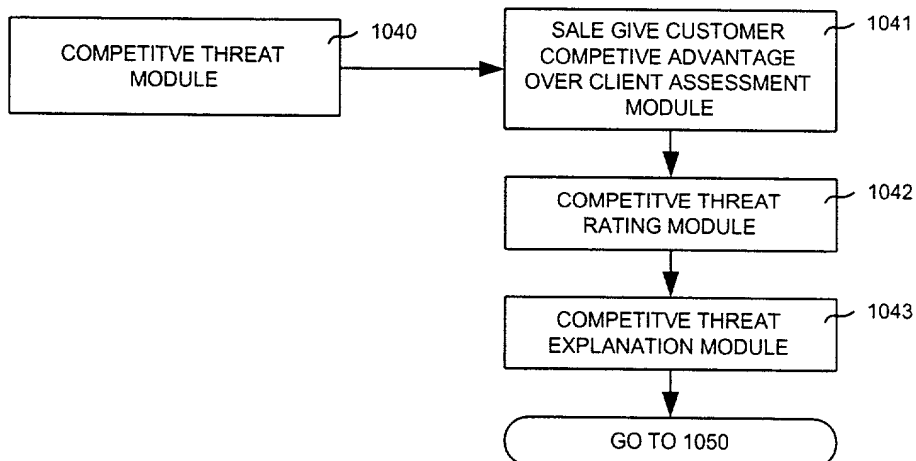


FIG. 217

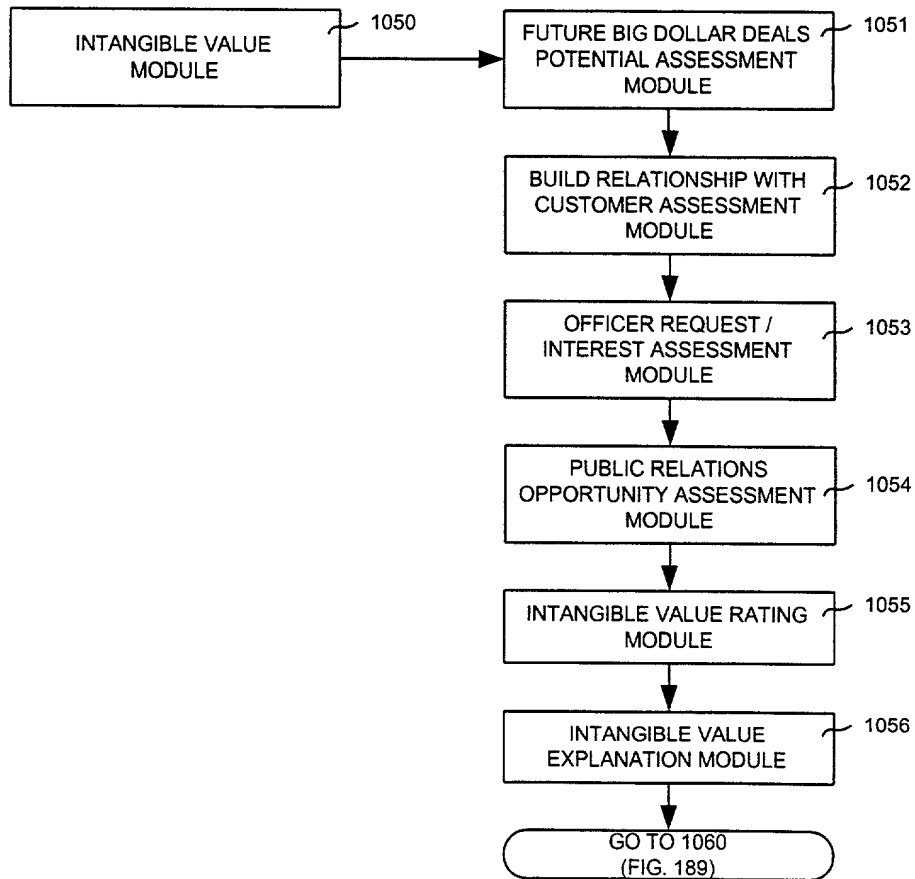


FIG. 218

FIG. 219 is a flowchart illustrating the process of the Intellectual Property Awards Program.

INTELLECTUAL PROPERTY AWARDS PROGRAM

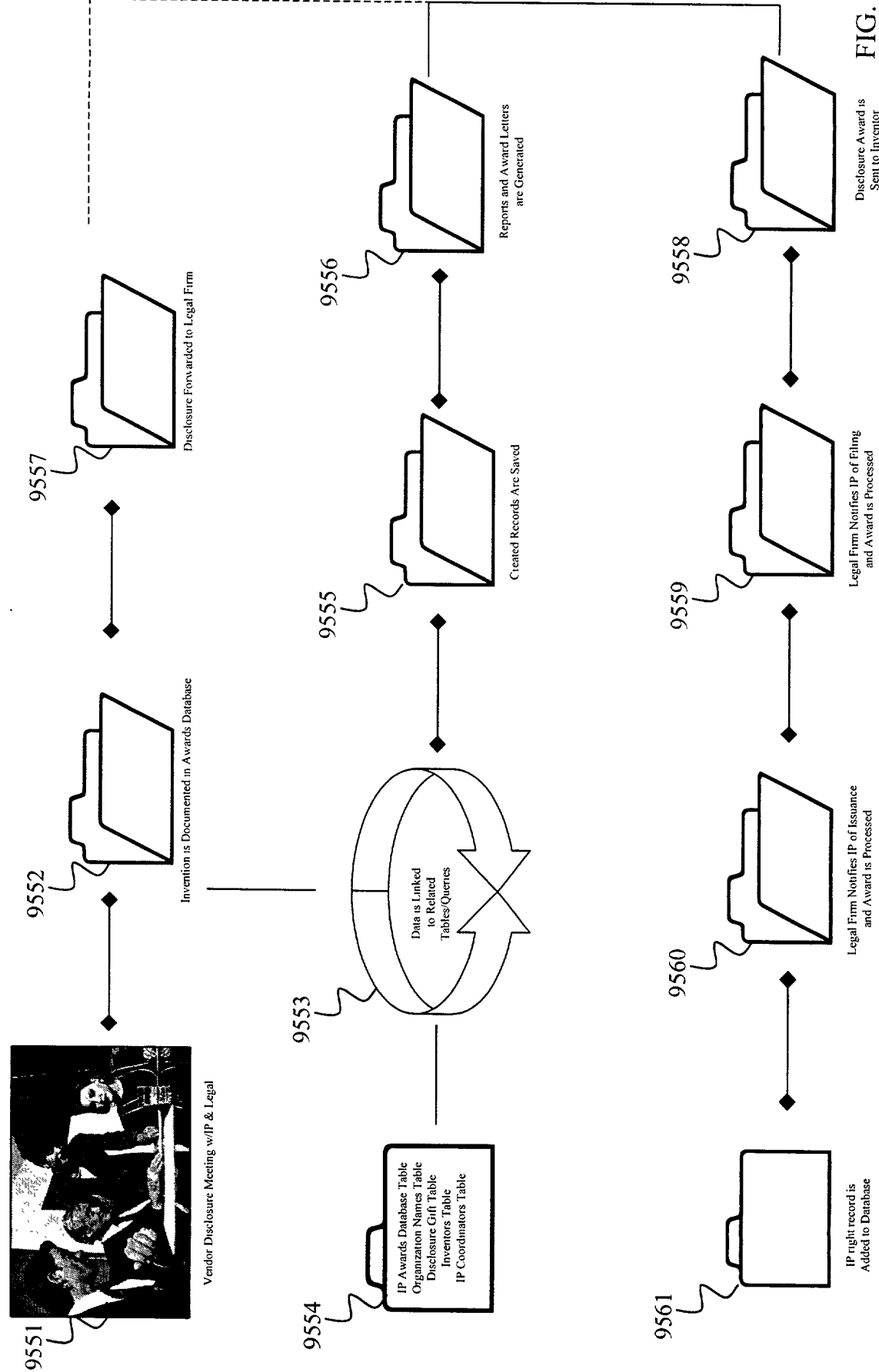


FIG. 219

>>> Company Intellectual Property>>

>> 10 Step Checklist

✓ Patents

- ☐ Work produced by Company employees or with Company resources has been assessed for patentability if, at least one of the following occurred:
 - ⇒ Development of a new product, feature, process or software that seems unique
 - ⇒ Improvements to existing technology, product, process, or software
 - ⇒ Results that cut costs and/or improve efficiency
 - ⇒ Creation of a new business method

It is critical that employees bring their inventions to the attention of the Director of Technology (404) xxx-xxxx or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!

✓ Trademarks

- ☐ The Company mark and subbrands have been used in accordance with the company's graphics standards to ensure that the significant value of the mark is not diluted.
- ☐ All subbrands have been cleared by the Director of Trademarks.
- ☐ All third party (such as agents, distributors, co-brand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identity (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (404) xxx-xxxx.

✓ Copyrights

- ☐ Every Company work product created by an employee or by a vendor under a "work made for hire" contract have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

Any questions regarding Copyrights should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓ Proprietary Information

- ☐ All proprietary information has been physically marked by its originator at the bottom center margin using the approved markings.
- ☐ All proprietary information has been securely stored and properly disposed.
- ☐ An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
 - ⇒ only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
 - ⇒ any necessary patent applications have been filed prior to such disclosures.

Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.

Ownership

- ☐ Before any development work to be done by an outside vendor (such as software, training courses or advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (see Executive Directive 12).

Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) xxx-xxxx.

✓ Marketing

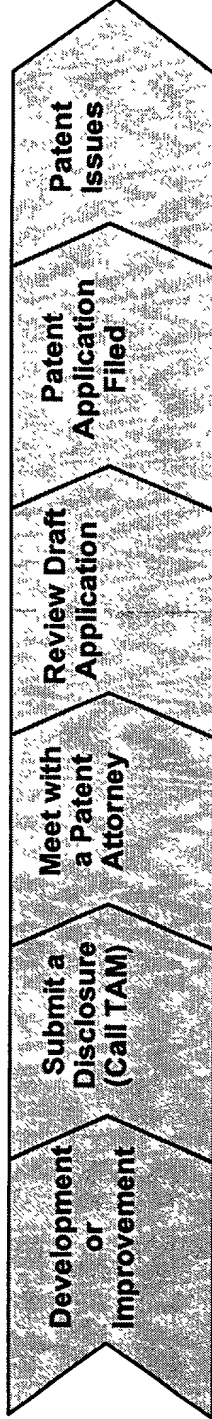
Company's policy is to maximize the value from its intellectual property.

- ☐ Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.

Patent Process Life Cycle

Patent Timeline:



Task :

- Developments or Improvements created by company employees or with company resources should be brought to IP Protection's attention
- Review for technical merit
- Initial marketing potential analyzed
- Administrative procedures addressed
- Disclose:
 - State of industry will prepare at least 1 draft
 - Problem Solved
 - Sufficient detail application such that someone of your expertise could replicate the invention
- Outside attorney will provide draft & reviews of your expertise

Time Frame:

- We have 1 year from the time an invention is publicly used or disclosed in which to seek US patent protection
- 2-8 weeks for disclosure preparation for Outside Attorney
- Mtg: 1.5 - 2 hrs
- 1-2 wks in advance
- Outside attorneys are flown in for mtg
- Attorney Prep: 6-8 weeks
- Inventor given 2 weeks to review & return to IP Protection
- 4 Weeks to receive official filing notice from the US Patent Office
- 12-18 months

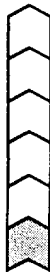
Innovation Award:

- Receive a Disclosure Gift

Achievement Award:

- Each inventor receives \$2000
- If this is an inventor's 5th company patent, he/she will receive an additional \$2500
- 10th Issued Company Patent: Additional \$5000
- > 14th Issued Company Patent: Nominated for General Award

FIG. 221



Innovations

What's Patentable?

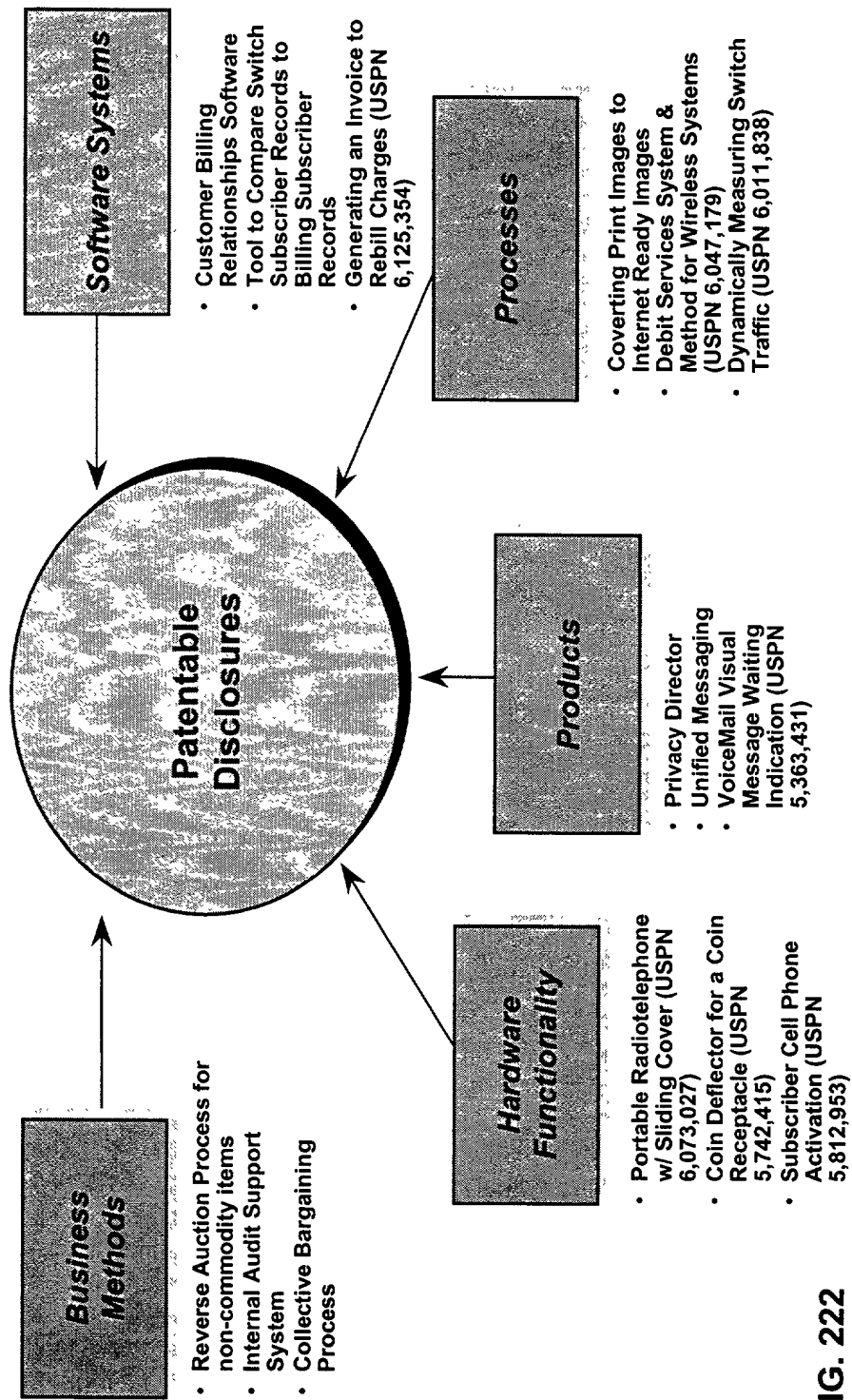


FIG. 222

Internal Auditor

Inventor

- **Identify innovations within your organization:**

- Developed or improved a process or service?
- Created a method of doing business?
- Improved efficiency or cut costs?

- **Innovation:**

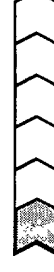
- Developments or improvements by you, the employee or
- Developments or improvements created with resources

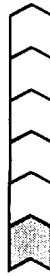
IP Ambassador

- **Raising Awareness of Intellectual Property:**

- Assist in the education of employees
- Identify intellectual property risks to business objectives
- Identify intellectual property controls to those risks
- Where appropriate, suggest IP inclusion to organizations modifying their business process.

FIG. 223





Internal Audit & the Checklist

Sample Business Process

Business Objectives

Transition Product to Trial Testing

Integrate Product w/ Current Service Offerings

Product to Market by Goal

Produce Savings

Decrease employee turnover ratio

Potential Risks

- Delay in contract negotiations

- Vendor's architecture incompatible
- Contract Disputes

- Project delayed by missed deadlines
- Unable to market product as intended due to Trademark Issues

- Increased development al costs
- Product released to <50% of Market in 2001
- Costly Overhead

- Employee Incentive Programs too costly
- Access to Senior Mgt too bureaucratic
- Limited Budget for Salary Increases

Controls

- Seek Patent Protection early
- Ensure proprietary info properly marked

- Ensure Ownership
- Seek Patent Protection
- Ensure Proprietary Markings

- Contact Trademark & Corporate Identity Directors early in Process

- Identify outmarket opportunities

- Encourage innovation through the Innovation Awards Program

As an internal auditor, you can help educate the organization on the importance of intellectual property.

FIG. 224

90% of All Revenues Are Credited towards the Entity That Owns the IP Asset

Product licensing is a simple process:

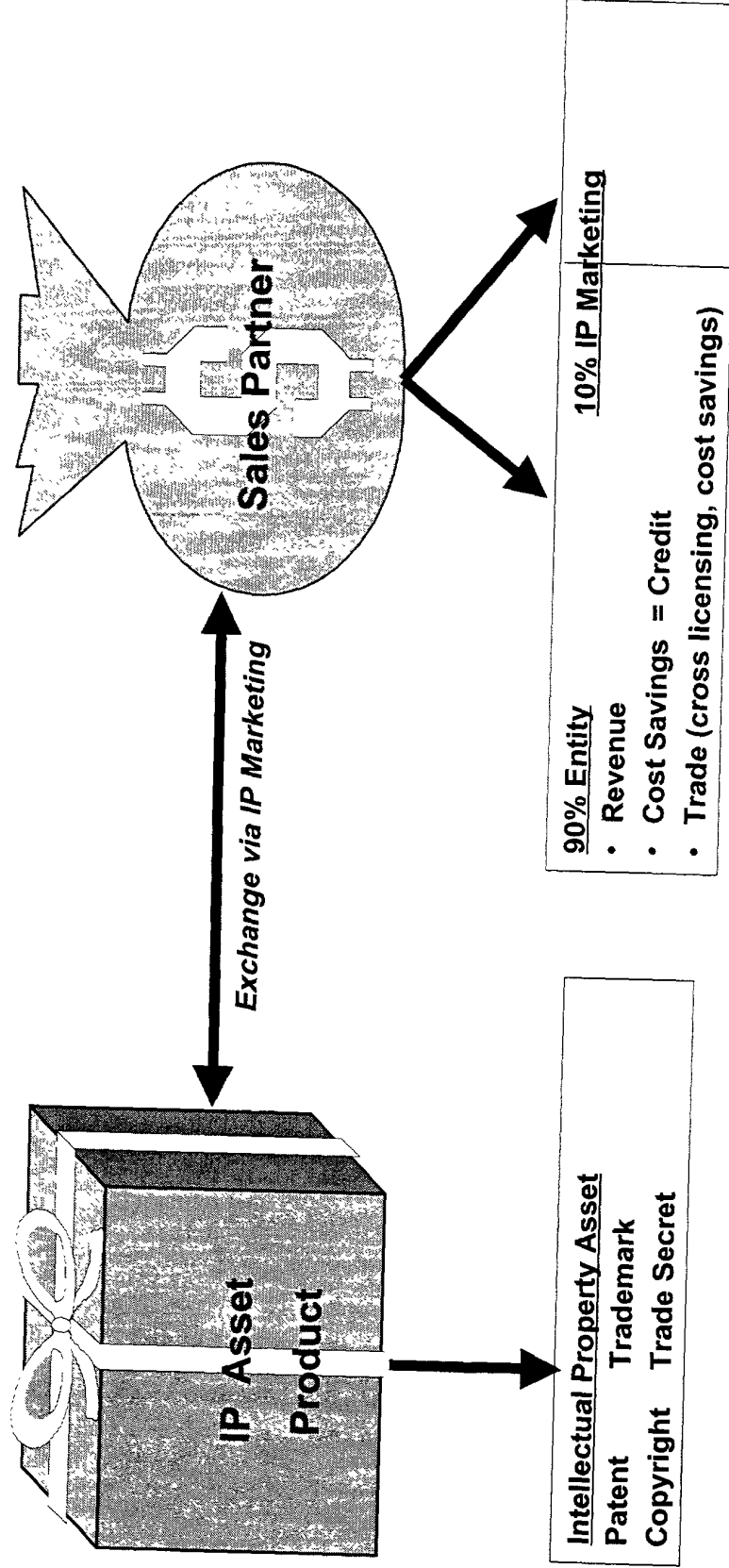


FIG. 225

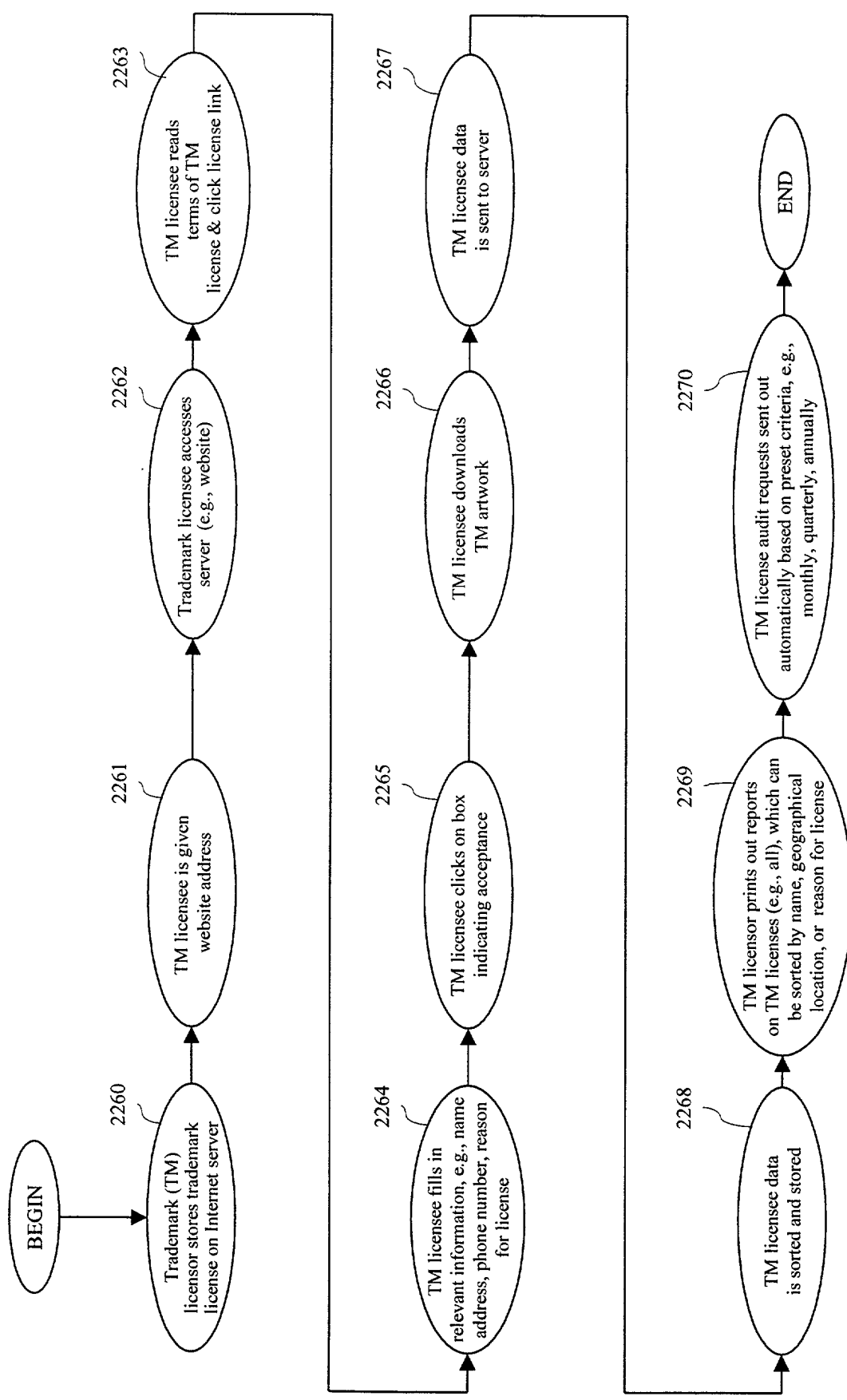


FIG. 226